

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVI.

NEW YORK, JULY 4, 1906.

No. 1.

**Indiana's Annual Factory Pay Roll
Is \$90,000,000.**

**Value of Farm Products for 1905
Was \$204,000,000.**

**Two-Thirds of the Hoosier Farmers
Own Their Own Farms.**

Indiana offers a field of unusual fertility for advertising of every character. In fact, there is no better place in the United States in which to try out an advertising campaign, and no better papers than those comprising **THE STAR LEAGUE**. These three papers, with a combined circulation exceeding 135,000 daily, cover practically one-third of the homes of the entire State.

According to the latest report of State Statistician J. H. Stubbs, there are 8,207 factories in Indiana, with an annual pay roll aggregating nearly \$90,000,000.

The total capital invested in factories is \$312,071,234, an increase of 42 per cent in the past five years.

The same report on the growth of incorporated factories in the State gives Indianapolis, Muncie and Terre Haute 61 per cent.

FARMERS OWN FARMS.

A bulletin by the State Statistician gives the following figures:

There are in Indiana 221,897 farms. Of this number 156,329 are operated by their owners; 2,220 are operated by managers, and 63,448 by tenants. White farmers operate 220,835 farms, or 99.5 per cent, while 1,602, or .05 per cent, are operated by colored farmers.

There are nearly as many farm families in Indiana as there are farms, the families numbering 221,451. Of these, 156,949 families own their farms, while 64,502 hire the farms upon which they live.

The value of the farm products in Indiana for 1905 was \$203,944,696. During the year \$3,663,860 was expended for farm labor.

The above conditions should be carefully considered in arranging your advertising campaign.

General Offices of The Star League,

Star Building, Indianapolis, Ind.

C. E. LAMBERTSON, 1315 Flat Iron Bldg., Eastern Rep.

JOHN GLASS, Boyce Building, Chicago, Western Rep.

Rowell's American Newspaper Directory for 1906 is now ready for delivery; subscription price \$10. Will be sent carriage paid to any address on receipt of price.

Work upon the revision for the year 1907 is now in hand. Publishers who wish to furnish a circulation statement for the year 1906, to appear in the Directory for 1907, the 30th annual issue, will be in time if their report is received on or before February 15, 1907.

The book for 1907 will be issued in May of that year. The subscription price will be \$10, the same as heretofore.

The book will report the name of every paper or periodical, the day or frequency of issue, will tell its politics or the interest to which it is devoted, the size and number of pages, the subscription price, the date of establishment, editor's and publisher's names, and will accord a rating intended to make known its average issues for the preceding year, to every paper or periodical believed to issue regularly so many as 1,000 copies. For publishing such information there will not be, and never has been, any charge.

The publisher's statement of what has been the number of copies printed for a year, preceding the date of his report, is accepted if it sets down the date of each issue and the number of copies produced which were complete and sufficiently perfect to be served to subscribers or sold to be read, dividing the total by the figures that indicate the number of separate editions, the result showing the average edition issued.

On receipt of five two-cent postage stamps the publishers of the Directory will send, to the publisher of any paper making application, a page from the last issue of the Directory, showing how that paper was described therein and the circulation rating accorded.

On receipt of five two-cent postage stamps the publishers of the Directory will send, to the publisher of any paper making application, two copies of a large blank, showing a form for making up such a statement of copies printed as will be certain to meet the Directory editor's views, if properly filled in.

If a publisher wishes to make any statement in his own behalf, to appear in the next issue of the Directory, to follow the catalogue description of his paper, he may say whatever he chooses at a cost of \$1 a line for the matter inserted, which will be designated by appearing under the heading "PUBLISHER'S ANNOUNCEMENT." Six words average a line. If the announcement calls for 120 words or more the price paid carries with it a right to a free copy of the book (which is sold separately for \$10). If cash accompanies the copy five per cent may be deducted from the price in consideration of advance payment.

Display advertisements to appear in the body of the Directory also entitle the advertiser to a free book, and will be inserted $\frac{1}{4}$ page for \$20, $\frac{1}{2}$ page for \$30 and 1 whole page for \$50; but these prices are doubled if a position for the advertisement is demanded on the same page or opposite the one where the catalogue description appears of the paper advertised. These prices are also subject to the 5 per cent reduction if cash, in full payment, accompanies the order.

Address all communications to

PRINTERS' INK PUBLISHING CO.,

Publishers of Rowell's American Newspaper Directory, No. 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 25, 1893.

VOL. LVI. NEW YORK, JULY 4, 1906. No. 1.

SELLING QUALITY.

SOMETHING TALKED OF VERY FREELY THESE DAYS—WHAT IS IT?—HOW CAN IT BE SECURED BY THE MAN WHO WRITES HIS OWN ADS?—THESE QUESTIONS ANSWERED WHEN GOOD SELLING ADVERTISING IS ANALYZED.—WHAT SELLING QUALITY MAY MEAN TO THE RETAILER.

Advertising was first made up largely of brief allusions to the product, such as "Pear's is best," "R & G are matchless corsets," "Three-Star Hennessy, the drink of kings," etc.

Then these rudimentary assertions began to come in for support and fuller explanations as to what made a product best or matchless. Presently the descriptive advertisement was born and a start made to the present-day method of giving minute details in manufacture, ingredients, advantages and so on. The descriptive advertisement has practically displaced the old allusive one, with its brief general statements of nothing in particular.

Quite recently there has come still another advance—the introduction into advertising of what is known as "selling quality." This "selling quality" is being widely exploited by advertising agencies and copy-writers just now. The advertiser is assured that unless his publicity has "selling quality" he is pouring his appropriation down rat-holes. Some of the agents and writers have their own brands of "selling quality," with appropriate names. Others stick to the general assertion that their "selling quality" is best and matchless. Many explanations of this desirable element have been published, and the advertiser is told

that in a general way, it means putting into his printed copy much the same things a good salesman tells customers face to face—the arguments that sell goods. Still, with all the explanations, the actual things that constitute selling quality are not so clear as they might be.

How is the man who wants to write his own copy to get a conception of selling quality and embody it therein?

The best way seems to be through a study of good advertising—those very advertisements produced by agencies and writers who seem most confident about their methods. If a current magazine, *Harper's* or the *Century*, *Everybody's* or *McClure's*, is compared with an issue of the same publication of several years ago the investigator will probably be impressed first of all by the fact that advertisements have grown in length and detail. Where the full-page ad of 1900 was usually a picture and fifty words of text, that of to-day is three-fourths text and a quarter illustration. Several hundred words are now compressed into the forty square inches of space, yet without crowding, while the picture is used to illustrate the text—not as an eye-catcher.

Next, upon examination of the text, he will find that it readily separates into matter of two classes. One of these is pure description—telling how the advertised article is made and what it is made of and why it is better than others. Second is this desirable element of selling quality—and about the first clue to it is the fact that it is not descriptive of the commodity at all. Here and there are sentences and paragraphs interspersed through the description

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that say nothing about materials or processes, but have been inserted for the purpose of bringing the advertised article home directly to the reader, just about as a live salesman would proceed after showing the same article to say to his customer, "Now I think this a good article for you."

It is this art of bringing matters home to the reader that reveals a tremendous advance in advertising. It applies not only to selling quality but to description as well. No more assertions on country fences

the addition of selling quality, goes on to demonstrate *desirability*.

Selling quality seems to begin in the best modern advertising when the reader is addressed personally. "This is the commodity," says the advertiser after he has described it. "Now let me tell you how it interests you, Mr. Reader, and how you are going to get a sample of it, or have it sent on trial, or where you can find it in your own town."

Just as the experienced book agent keeps ever in mind the mo-

The Solution of Perfect Sanitation



is exemplified in the SY-CLO Closet, the construction and action of which ends at once all the subtle dangers of disease arising from improper cleansing; the escape of sewer gas; the absorption of poison by the material of which common closets are made (from fat, grease); and the gradual discoloration of those interior parts which furnish a prolific breeding-ground for millions of death-dealing bacilli.

The action of the SY-CLO is two-fold. Besides the copious flush of water, there is an irresistible syphonic action, which, like a powerful pump, literally pulls the contents through the outlet channel, cleansing, scouring, polishing as it goes, leaving the INSIDE of the flow as clean and smooth as a china bowl. And this is a truth because the SY-CLO is solidly constructed of china—pure white china—without joint or break or rough place inside or out to furnish lodgment for dirt or disease germs.

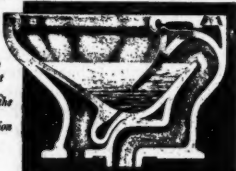
Examine your closet; if it is made of enameled iron or has just an ordinary flush, discard it at the first opportunity for a SY-CLO. Your doctor pays the bill. If you are building a house or buying one, insist on SY-CLO Closets with the trade mark name burned in the china. The fact that

Sy-CLO
TRADE MARK

Closets cost but little more than other closets—this, with ordinary care, they will last as long as the house in which they are installed, leaves no further excuse for sewer sickness. Ask the plumber. A book on "Household Health" mailed free if you send the name of your plumber.

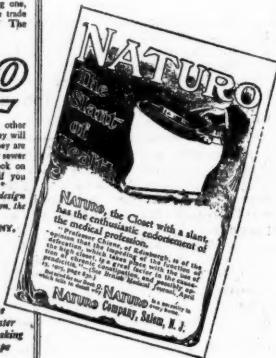
Literators of every site, and design made of the same material, and on the same principle, as the SY-CLO.

POTTERIES SELLING COMPANY,
Trenton, N. J.



SY-CLO
Closet cut
in half
showing the
interior
construction

Note the
deep water
seal, making
the escape
of gas
impossible



that a commodity is "best." Costly space in dignified publications is used, and in it the advertiser brings to bear every art, every homely simile, every near-at-hand comparison to show how his article is made. This art of descriptive writing for advertising purposes has been developed so admirably that it puts articles in the bodies of our magazines to shame on a basis of brevity, force and human interest. It is an art that demonstrates *superiority* by consummate description, and then, by

ment when the prospect he is talking to must write his name on that line at the bottom of a contract, and leads up to it persistently again and again, so the best advertising of to-day carries through its text a thread of BUY—BUY—BUY! YOU—YOU—YOU! A piano-player, an underfeed furnace, a bathroom equipment, are not described as something desirable for the home of anybody in particular, but for *your* home. It has been discovered that, just as the book agent can talk to only one prospect

at a time, and must talk to him for all he is worth while he has his attention, so the advertisement talks to just one person, no matter how many millions read it. With a realization of this came concentration and selling copy.

One of the most striking advertisements that have appeared this year in the magazines was the full-page for Makaroff Russian cigarettes, made by the Kompanija Makaroff, Boston. There were a dozen paragraphs in this ad, and it was made like a sandwich, with a layer of selling argument, then a layer of description, and then a final layer of selling argument. The top layer read thus:

HOW MUCH IS SATISFACTION WORTH TO YOU?

If it is worth the trouble of cutting a coupon and mailing it, then do it—right away. *We guarantee the satisfaction.* If you don't get it, we return your money—without asking you to return any goods.

Makaroff Russian Cigarettes are not sold through dealers. They are made and sold by connoisseurs for, and direct to, other connoisseurs.

Then came pure description, as follows:

Americans are rapidly finding out what Europeans have known for a long time—that a *Russian Cigaret* of high quality is the only one in the world worth the attention of a connoisseur.

Americans are naturally the most discriminating people in the world, once they are given a chance to discriminate. The Americans have been "exploited" on cigarettes, just as they have on other things. The cigarette business in America never has been in the hands of connoisseurs, but in the hands of financiers.

You can smoke Makaroff Russian Cigarets from morning until night without a trace of that "dopey" or nervous feeling induced by other cigarettes. They will leave in your office or apartments no trace of the odor usually associated with cigarettes.

They are made of *real tobacco*, pure, clean and sweet, and *nothing else*. They are mild and smooth, but rich in natural flavor, and as full of "body" as the most critical connoisseur could wish.

They are made with a mouthpiece an inch and a quarter long, which takes up nearly all of the nicotine, as you can prove for yourself.

The tobacco never comes in contact with the mouth, to become wet and bitter, spoil the flavor, stain the fingers, and to *poison your system* by direct absorption of the nicotine which con-

centrates in the end of the ordinary cigarette.

They are rolled by hand, and encased in the *thinnest* paper in the world. No paste is used.

Then the advertisement wound up with three paragraphs of selling argument that virtually hedged in the reader so that there was no way for him to delay a trial of these goods:

You can afford to go into this matter thoroughly. You cannot afford not to, if you want to enjoy cigarettes at their best, without injury to your health or offense to your own sense of refinement or that of your friends.

We sell direct to consumers and first-class clubs, and at *wholesale* prices. Your favorite club has them or will get them for you, if you prefer to buy that way. We will gladly send you full information about these cigarettes, but the final and only test, if you are in earnest, is a trial of the goods. We take all the risk of this trial, so there is no reason why you should delay it.

A NEW KIND OF OFFER.

Send us your order for a trial hundred of the size and quality you prefer. Try the cigarettes thoroughly, smoke the full hundred if you like. Then, if you do not like them, tell us and we will return your money. We do not ask the return of the cigarettes. We prefer to take our chances of your giving them to some one who *will* like them and who will order more. Send an order now and get acquainted with *real* cigarette luxury.

In the above advertisement description has not been permitted to mingle with selling arguments, nor the reverse. This is a good method to follow with some commodities, but in others—especially advertisements that extend over several pages—the happiest effect seems to be secured when short snatches of selling argument are permitted to break up a long description and give it point.

Compare the Fay-Sholes typewriter ad with that of the Premo camera. The latter does not even ask the reader to buy, and its description is confined to a very good picture and six brief facts, with sizes. This is a type of advertisement that was very common a few years ago, but is becoming less so. It is not a poor advertisement in any sense, but simply one that leaves the actual work of selling to dealers or the catalogue. The Fay-Sholes typewriter ad, reproduced alongside it for contrast, is

a high type of selling advertisement. It abandons generalities and goes on the assumption that only one reader in a thousand will send for a catalogue. But it has a reader here and now, so proceeds to epitomize the whole typewriter situation, talking from his side of it rather than the Fay-Sholes side. The reader not only knows about the machine when he has finished, but where to get it, and what the cost will be. It is a salesmanlike talk, while the camera people have printed only an "ad."

In the Sy-Clo closet ad the text is divided exactly in two, the first column containing description and the second selling arguments that put it up to the reader to act. The Naturo advertisement alongside it,

ad is part of a page, two-thirds of which was taken up with an excellent half-tone of an artistic Baldwin. It is entirely general in its statements. No selling quality can be discovered. The reader is asked only to send for a catalogue.

Selling quality not only gives an advertisement concentrated force, but aims it at a definite class of people. A salesman working face to face with prospects uses his judgment to determine whether a sale is probable or improbable, and talks accordingly. The general assertion style of advertising, "Pear's is best," aimed at everybody who was likely to pick up a paper or magazine. The descriptive style was also written in the belief that every reader might be a

Ivers & Pond Pianos.



ing pictures of all our charming new styles? Ivers & Pond Pianos are constructed of the chosen material by expert piano makers. Their phenomenal durability and capacity for increasing his important considerations with careful purchasers.

HOW TO BUY

HOW TO BUY. We can supply you with almost any Pianos through your dealer in the nearest frontier city or village in the U. S., except Alaska. Our agents will give you information of interest, and send you the latest & finest literature illustrating our new Pianos. Please write to us at once if you desire piano literature. The piano will be carefully selected by experts immediately following your preference in every detail, and shipped subject to approval, to be reshipped if not entirely satisfactory. Write us.

IYERS & POND PIANO CO., 106 Devonian Street, Boston, M.

IVERS & POND PIANO CO., 100 Boylston Street, Boston, M

It is only when a masterpiece comes before one that the mind is convinced, the heart touched.

At Paris in 1900 the Grand Prix was awarded to a supremely competent jury.

Knowledge, research and skill have produced its tone is clear
Baldwin characteristics of rare beauty. Its subtle lightness and
warm, magic vital.

The Baldwin Grand is \$800.00; the Upright is \$600.00 and the Console is \$400.00. Write D. M. Baldwin & Co.

Win Plan

on the contrary, has nothing much except a good picture and a testimonial. It, too, is an advertisement designed to sell through a catalogue, and good of its type.

Compare the contrasted piano advertisements. That of Ivers & Pond starts out with the letter in the reader's home where a piano ought to be. Then follows some piano description that is part technical, part artistic. Any writer who has tried to write good piano copy will be more likely to admit that it has qualities of merit than would one who does not realize the difficulties of piano advertising and selling. After the descriptive portion of this ad comes more strong selling argument, "How to buy." The Baldwin piano

possible purchaser. But the ad that introduces selling quality immediately restricts argument to a small proportion of readers—housewives, cigarette-smokers, persons with musical tastes, home-builders. No one of wide advertising experience now disputes the principle that it is more economical and effective to interest a few readers deeply than all readers casually.

After a conception of the value of selling quality has been obtained there is still the problem of infusing it into copy. Vital selling arguments are not easily written. Weak, theoretical selling reasons are easily. Here is where actual experience in salesmanship counts. What clinches sales face to face

description with selling arguments the national advertiser has been able to do two things that have direct bearing on the retailer—first, to create so strong a demand for his goods that the retailer's sales have increased and substitution has become more difficult; second, to make a demand that turns sales directly away from the retailer altogether and is supplied by mail and freight. If manufacturers in far-off cities can accomplish such things by selling arguments and attractive selling plans, it behooves the retailer to inquire into the matter and study their methods with a view to adopting them at home. The nearness of the retail store, its reputation in the community and the rapidity with which its campaigns can be conducted through daily papers, as opposed to the slower magazines, give the retail advertiser advantages that only the cleverest merchandising and advertising on the part of manufacturers has been able to overcome. If the retailer studies and adapts the methods by which this has been accomplished, who shall say how far he will improve the selling quality in advertising?

COAST NOTES.

OAKLAND, June 21, 1906.

The San Francisco *Chronicle* left the *Herald* to-day and now all the San Francisco papers are back, though not in the old locations, with the exception of the *Call* and *Chronicle*.

The Oakland *Examiner*, with its own plant, is the latest Hearst baby. The plant consists of a press as yet, the plates coming from the San Francisco plant.

The Oakland *Herald* has had a splendid growth in circulation and advertising, and is the only Pacific Coast daily that has its circulation guaranteed by Rowell's Directory.

The monthly magazines are in good shape for July, all having recovered from their inconveniences. The *Overland* is out good and strong and so is the *Sunset*. The latter for June got eight pages.

The *Blue Mule*, the story monthly, is making a good hit and "cutting in" in good shape in this field. Two more of this class of magazines are to seek favor of readers the next sixty days.

The weeklies, *Town Talk*, *Wasp* and *Argonaut*, are still in the ring and

doing their stunt the same as ever. They have made arrangements to stay in the game, and *Town Talk* has its own plant again.

The number of printers put out of business by the fire figured up to several hundred. Over 150 linotype machines were put out of existence, and for presses, large and small, they figure up in thousands.

Advertising holds up in good shape and the Oakland *Herald* has been very successful. It carries all the local good business houses and a number of the San Francisco houses of good size.

There will be good business here for the next few years in all lines of ink work, advertising, printing, engraving, etc., etc., for all have been completely wiped out and all must have new outfits.

JAMES SHIELDS MURPHY.

HIGH WATER

Marks in circulation

don't tell enough. The

yearly average is better,

but best of all is the

statement of circulation

for each and every day

of the preceding month

printed in every issue

of The Chicago

Record-Herald.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

BOSTON'S ADVERTISING MAYOR.

A SUCCESSFUL PUBLISHER, MAYOR FITZGERALD PROPOSES TO PUT THE HUB ON A BETTER BASIS BY MEANS OF PUBLICITY—WHY BOSTON NEEDS ADVERTISING, AND HOW IT IS TO BE DONE.

After several hitches and some objections the aldermen of Boston have passed the appropriation of \$50,000 asked for by Mayor Fitzgerald to advertise the city, and the sum to be spent during the next year will be augmented by another \$50,000 raised through private subscriptions among business men. By the time this is printed the Mayor will probably have appointed the advertising and promotion committee of six business men who are to direct this publicity expenditure.

Boston's new Mayor is a publisher and newspaper man, and his plans for making a "Bigger, Better, Busier Boston" are based on practical experience of what advertising can accomplish. For nearly twenty-five years there has been published in that city a weekly journal called the *Republic*, an Irish Roman Catholic periodical largely local in character. Originally it was founded by an Irish politician, who used it as a political organ. Some years ago the founder died, and his paper, which everyone thought would die also, was sold for \$2,500. John F. Fitzgerald bought the property and then the *Republic* really began to live. During the first year of his ownership, it is said, he collected over \$10,000 in back subscriptions. The journal was given life and a modern tone, and instead of a personal organ became an interesting chronicle of the town. In its pages the publisher secured publicity for his political views, which are broad and progressive. Mayor Fitzgerald has always been more or less identified with politics, and has held various offices, from the post of clerk in the custom house to a seat in the Massachusetts Senate. He is a Democrat, but has long fought the Democratic machine in Bos-

ton, and has never been defeated in an election. When Mayor Patrick Collins died last fall he was nominated in opposition to the machine, and elected by a comfortable majority. There is no doubt but that the publication of his views in the *Republic* helped greatly in this result, and in addition to the paper's influence it has become a profitable property, and is the Mayor's only business interest.

His plan to advertise Boston has been agitated and discussed in that city since the first of the year, and embraces practically everything pertaining to the city's growth and future.

"Boston's advertising will be in the hands of a committee of business men," said the Mayor the other day to a PRINTERS' INK reporter. "We want to do for the city what advertising has done for every business interest—to tell the people of the United States what we have here. Boston is off the main lines of transportation. If we go south we are in competition with New York, if we go west we find aggressive Western cities, on the north we are walled in by a tariff, and on the east by the ocean. Several years ago New York took our railroads. But we have innumerable attractions and advantages that are not widely known. Boston is the best seaport along the north Atlantic. Ships can come right up to the elevators here, whereas in New York grain must be lightered, in Philadelphia and Baltimore a long trip through inland waters is necessary. We have historic and literary interest not equaled by any other city in this country. We have our Public Library, an artistic treasure that draws visitors from all over the world. We have a magnificent park system, and Boston is the center for a great chain of coast resorts. We have educational institutions not to be found in any other city. To the manufacturer and business man we offer skilled labor that has enabled Massachusetts to hold her own in the markets in spite of her isolation and distance from raw materials, as well as the pop-

ulation of New England, a great market for the wholesaler and jobber. . We want to promote trade with Canada and break down her tariff. We shall seek conventions nationally, and also promote Boston at home here in New England towns to theaters



JOHN F. FITZGERALD, MAYOR OF BOSTON.

New England, showing its advantages as a shopping and amusement center. Our elevated railway system shuts down now at midnight. *We shall seek to have it run all night, as in New York. The theater trains running out of the city are not adequate. It will be part of the committee's work to rectify this, persuading the railroads to offer such facilities that people can come in from New England towns to theaters

seeking to equalize those that discriminate against Boston in favor of competing cities. There are many other ramifications of this work, each of which will be taken up in detail by the committee and dealt with."

P. F. O'Keefe, a Boston advertising agent who was formerly with the Pettingill agency, has been close to the Mayor in his publicity plans, and will probably be a member of the advertising committee when it is appointed. While the Hub is to seek free publicity through her bureau for supplying newspaper and magazine articles, part of the expenditure will also go into paid space, it is believed. Tangible results from free publicity rest on replies from interested manufacturers, business men, conventions, etc. To obtain these replies, it has been found, display advertising making definite proposals is necessary. Mr. O'Keefe said that all along there had been in mind the use of newspapers in certain cities, as well as magazines, to bring the replies upon which the committee will work. It has been objected that the appropriation is too small to advertise a city of Boston's size, but upon the first year's expenditure the projectors expect to produce results that will lead to larger subscriptions from business houses. The \$50,000 to be supplied by business interests is already pledged. Some objections have met the movement because several of its advocates are advertising men, self-interest being charged, but the character of the committee to be appointed will remove these. Boston's appropriation is to be spent by business men, and will have no political handicaps.

OFFSETTING THE BEEF REPORT.

IT HAS COST THE WM. UNDERWOOD CO., OF BOSTON, \$15,000 TO \$20,000 ALREADY, AND WILL COST MORE—ONLY NEWSPAPERS ARE ADEQUATE TO MEET THIS SITUATION.

Directly after the publication of

the President's report on Chicago stockyards conditions the Wm. Underwood Co., of Boston, canning potted and deviled meats, found it necessary to take some means of counteracting the prejudice raised against all canned goods by the Government's unjust attack upon this industry. This company was the first in the United States to put up canned goods, it is said, and, for nearly sixty years has carried on a trade in high-grade meat and sea-food products. For nearly fifteen years it has spent money for magazine advertising to meet competition as new brands came into the market. When widespread dis-

If You Eat Read This!

No question is more vital to you than the purity of your food. The firm of WM. UNDERWOOD & CO., the original packers of Canned Goods in America, was established in 1838.

Absolute purity of ingredients and Perfect Conditions of Manufacture have made the UNDERWOOD NAME THE STANDARD OF PURITY FOR ALL CANNED GOODS.

Quality—not cost—has for more than 50 years been our aim. Underwood's Little Red Devil Brand of Deviled Ham is the well known to equal command.

It is made from finest quality of Whitehead Ham, cured by ourselves, and of Pure Spices. NOTHING ELSE.

The human hand touches the meat but once—when it is cut from the bone; automatic machinery does the rest. The process is cleaner than your own kitchen.

Not an atom of coloring matter or preservative is used in these goods. The letters of EVERY can bearing the name of UNDERWOOD.

Our products are chemically pure and honestly labeled.

THE ARMY OF THE UNITED STATES HAS CONTINUOUSLY USED UNDERWOOD'S DEVILED HAM, AT HOME AND ABROAD, FOR 30 YEARS WITHOUT CRITICISM, AND THE GOVERNMENT INSPECTION OF CANNED GOODS FOR ARMY USE IN THE MEAT REEFS AND REACTING THAT CAN BE OBTAINED.

The sales of the Little Red Devil Brand of Deviled Ham is largest in Countries and States where the pure food laws are most stringent.

All our other products—Deviled Tongues, Chicken and Turkey, Boudin Noir, Macaroni, Lobsters and American Sausages—are prepared with equal exacting care as to the purity of material and cleanliness of surroundings. THE UNDERWOOD NAME TO DAY IS THE SIGN ALL OVER THE WORLD FOR THE HIGHEST PERFECTION IN THE MODERN SCIENCE OF PACKING.

WM. UNDERWOOD CO.,

BOSTON, MASS.

trust followed upon the Government's disclosures of conditions in packing establishments that were not exposed by name, an immediate falling off in demand for canned goods was felt by Boston houses. To counteract this prejudice and differentiate Underwood products from those really under suspicion, widespread advertising became necessary. At first a campaign in the magazines was contemplated. But as copy could not appear until the August issues, this medium was clearly too slow to meet a pressing news condition. Therefore newspapers were chosen, and within a few days after the report this company

printed quarter-page ads in the dailies of New York, Boston, Philadelphia, Portland (Me.) Chicago, St. Louis, Cincinnati, Denver, Seattle, New Orleans and Los Angeles. The large ads were followed by a series of small single column display announcements that are still running, which first featured the "little red devil" trademark alone, and then as a part of the can.

"What results were secured from this advertising?" a PRINTERS' INK reporter asked A. I. Nash, general manager of the company.

"There was an immediate resumption of orders from jobbers and wholesalers," he replied. "People also wrote in from different points asking where our goods could be purchased. Some wanted lists of all our products, and a few even wished to order direct. To combat the prejudice raised by this report has cost us between \$15,000 and \$20,000, and will doubtless cost more before we are through. It may also result in a different advertising policy for the company. We saw that the magazines lacked the news element needed, and if the change of sentiment toward our goods already effected by newspaper advertising promises to develop into a permanent advantage, we shall probably make a larger appropriation for newspapers and follow up this advantage, calling attention to the Underwood line as a product of Boston instead of Chicago."

The Underwood products certainly have an interesting advertising story to tell. The company's age and reputation ought to make any statement as to processes immediately effective. The "little red devil" brand of potted hams, for example, is put up on the Boston premises. None but hams from winter-killed hogs are used, as these give firmer, sweeter meat and obviate all danger from hog cholera. All hams come from the corn belt district, Iowa, Indiana, Ohio, etc. None have been bought in Chicago for five years. When a carload leaves for Boston, consigned to the company, it

comes under a Government inspector's seal, and on arrival the meat is smoked and subjected to a microscopic inspection. The human hand touches the meat only once during the process of canning—when it is cut from the bone. Equal parts of fat and lean meat are ground and mixed, seasoned with blended spices, and then put into cans by machinery. After weighing, inspection and sealing, the cans are twice sterilized and stored for a year to allow the meat and spices to blend properly. No coloring or preservatives are employed, and every one of the Underwood products is honestly labeled. As an accompaniment to the display advertising in newspapers the company has been publishing reading notices describing its process. In addition to the Boston plant it has at Jonesport, Me., what is said to be the finest modern sardine packing plant in the world, as well as a plant for clam chowder at Somerville, Mass. The advertising is placed by the Walton Advertising & Printing Co., Boston.

BABIES IN BANK ADVERTISING.

A bank without babies is a bank behind the times. If you allow a whole week to go by without adding a new account in the name of an infant, you have probably overlooked an opportunity. When you induce parents to open an account for the most recent member of the family, you get an account that you can hold, and one which will steadily grow. Try the plan announced by the People's Savings Bank of Washington, D. C. Advertise that you will start an account for any child under twelve years of age with a deposit of fifty cents as a present from the bank. The parents are to add \$4.50, making \$5 to the youngster's credit, which immediately begins earning interest at, say, 3 per cent. Most parents will then be able to add \$1 a week to the account. This plan will give the child \$700 at the age of ten; over \$1,100 at fifteen; over \$1,600 at twenty. The system is so feasible and reasonable that it appeals to all right-minded people, and we are informed that quite a number of such people have children from time to time.—*Bank Notes, Indianapolis.*

It is easier to pick an ad to pieces than to put one together.

GOOD LAUNDRY ADVERTISING.

Some of the best laundry advertisements that have appeared in recent months were those lately printed in Boston dailies by the E. & R. Laundry Company, of Cambridge, Mass. The space occupied was double column, about two and a half inches in depth, and each ad took the form of a leading laundry question, with large question marks on either side. The first ads appeared without the company's address, due evidently to over-confidence in its reputation in the community, but this was soon corrected, and a booklet dealing with the plant offered to readers. Cambridge is a high-

the list is too long to be printed every insertion.

Some of the advertisements in the E. & R. Company's series were as follows:

Do you care to know the conditions surrounding your linen while it is at the laundry? If you will call on us at 225 Massachusetts avenue, Cambridge, we will take pleasure in showing you over the finest laundry establishment in the world.

Isn't it cheaper to buy strainers than to pay a laundry for perforating your table-cloths? With the most modern of methods and the most skilful of labor the E. & R. assures for your linen the maximum of service.

Was a laundry that tore our button-holes and extracted buttons responsible for the third commandment? It is the continual rubbing of the old method that is accountable for the destruction of linen. The principle involved in the method of ironing at the E. & R. is the same as the spreading of a newly washed handkerchief on the window-pane. Garments are returned to you whole, and with their original shape and fit.

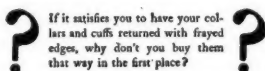
Have you ever seen the beautiful booklet published by the E. & R. Laundry Company? This booklet contains a most interesting story of modern laundry methods, and a description of the finest laundry establishment in the world.

If you blame the family for fussing over poor laundry work, why don't you switch onto the E. & R. perfection line. We invite you to visit our plant and inspect our building and ways. We place ourselves in conspicuous view because we have pride in our condition and confidence in our methods. Take a Cambridge car going over Harvard Bridge.

Have you ever seen a modern laundry establishment in operation? Since the completion of what is considered to be the finest laundry establishment in the world, thousands have visited it and been interested. We extend to you a warm invitation to inspect our building.

Did the term "doing up" a shirt originate in a laundry where carelessness and want of knowledge were in partnership? Each article of your laundry is given to an employee of the E. & R. who, from long training, has become an expert in the handling of that particular piece of linen. Carelessness and want of knowledge have never been partners or employees of the E. & R.

If neat surroundings and careful supervision are requisite in the turning out of snowy linen and filmy lingerie, why don't you investigate the place where your laundry work is being done? We welcome visitors. We are proud of our plant and our methods. If you will take the trouble to call on us, we will show you some interesting things you probably never saw before. Only a little way on the Cambridge car.



Whether, among housewives, sales-
men and women or both are
the E. & R. is set as the standard, with
which all are compared.
THE E. & R. LAUNDRY COMPANY
CAMBRIDGE, MASS.

Send for our postage illustrated
booklet describing the finest Laundry
Establishment in the world.

class residential district, and the campaign was clearly meant to appeal to the best family trade. There are two classes of business to be sought by a laundry. One is "family washing" and the other "bundle trade." The first means not only larger orders, but steady ones week after week where service is satisfactory. A good deal of it is necessary to the maintenance of a wagon delivery system, and advertising in newspapers is a cheaper way of building it than personal solicitation. "Bundle trade" is made up of the patronage of the man with a bundle of personal belongings. It comes through agents, branch offices and hotels, which can be reached most profitably by personal solicitation. Any campaign that seeks to attract family washing through the newspapers, though, should also invite bundle trade. To secure the latter it might be advisable to publish a list of branches, either as a regular feature of the ads where possible, or occasionally if

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger. *dy.* Average for 1905, 22,060. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican. *Daily aver.* 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. *dy.* Act. av. 1905, 3,781. Actual aver. for Oct., Nov. and Dec., 1905, 3,965.

CALIFORNIA.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,550.

Oakland. Herald. Average 1905, 10,260; May, 1906, 19,552. Only Pacific Coast

daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland. Tribune, evening. Average for 13 months ending December 31, 1905, daily 15,481.

San Francisco. Pacific Churchman, semi-mo.; Episcopalian. *Cir.* 1905, 1,327; May, 1906, 1,700.

San Francisco. Sunset Magazine, monthly, literary; two hundred and eight pages, 538. Circulation 1904, 48,916; year ending Nov., '05, 59,416. Home Offices, 431 California Street.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926; for 1905, 11,688.

Denver. Post, daily. Post Printing and Publishing Co. *Aver.* for 1905, 41,520; *Sy.* 60,104. Average for May, 1906, *dy.* 55,758; *Sy.* 73,114.

★ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia. Sentinel, *dy.* *Aver.* for 1905, 5,022. E. Katz, Special Agent, N. Y.

Bridgeport. Evening Post. *Sworn* daily av. 1905, 11,025. E. Katz, Special Agent, N. Y.

Bridgeport. Telegram-Union. *Sworn* daily av. 1905, 10,171. Want ads one cent a word.

Meriden. Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1905, 7,578.

New Haven. Evening Register, daily. Actual av. for 1905, 12,711; Sunday, 11,311.

New Haven. Palladium, *dy.* *Aver.* 1904, 7,857; 1905, 8,656. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1905, 16,209. 1st 3 mos. 1906, 16,486. E. Katz, Spec. Agt., N. Y.

New London. Day, *ev'g.* *Aver.* 1905, 6,109; 1st 3 mos. 1906, 6,012. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average year ending Dec., 1905, 5,170. April circ., as certified by 48th An. Adv'rs, all returns deducted, 2,869.

Norwich. Bulletin, morning. Average for 1904, 5,550; 1905, 5,920; note, 6,812.

Waterbury. Republican, *dy.* *Aver.* for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, 25,550 (60).

FLORIDA.

Jacksonville. Metropolis, *dy.* *Av.* 1905, 8,930; 1st 4 mos. 1906, 9,407. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Constitution. Daily average 1905, 38,590; Sunday, 48,731.

Atlanta. Journal, *dy.* *Av.* 1905, 46,038. *Sun-* day 47,998. *Semi-weekly* 56,721; May, 1906, daily, 52,517; *Sun.*, 57,977; *semi-wk.*, 74,281.

Atlanta. News. Actual daily average 1905, 24,402. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Augusta. Chronicle. Only morning paper. 1905 average, 6,045.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1905, 4,580; first three months of 1906, 5,915.

Cairo. Citizen. Daily average January, February and March, 1906, 1,512.

Champaign. News. First four months 1906, daily, 5,076; weekly, 5,446.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (60).

Chicago. Breeders' Gazette, weekly; \$2.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago. Dental Review, monthly. Actual average for 1905, 5,745.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.


Chicago, Examiner. Average for 1905, 144,806 copies daily; 80% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by association of American Advertisers. Smith & Thompson, Representatives.

Chicago, Farmers' Voice and National Rural. Actual av., 1905, 20,700. Jan., 1906, 42,460.

Chicago, Inland Printer. Actual average circulation for 1905, 15,866 (©).

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 20, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, Svenska Nyheter. weekly. Sworn average December, 1905, 21,775.

Chicago, System. monthly. The System Co. pub. Eastern office 1 Madison Ave., N. Y. Average for year ending, March, 1906, 50,556. Current average in excess of 60,000.

Chicago, The Tribune. has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©).

Peoria, Star, evening and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Evansville, Journal-News. Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A. N.Y.

Indianapolis, Up-to-Date Farming. 1905 av., 156,250 semi-monthly; 75c. a line. Write us.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1905, 24,590.

Princeton, Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,597.

Richmond, Sun-Telegram. Sworn av. 1905, dy. 2,714.

South Bend, Tribune. Sworn daily average, 1905, 7,205. Sworn av. for May, 1906, 7,543.

IOWA.

Davenport, Catholic Messenger, weekly. Actual average for 1905, 5,514.

Davenport, Times, daily av. April, 11,966. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1905, 29,175. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Apr., dy. 27,647.

Keokuk, Gate City, Daily av. 1904, 5,145; 1905, 5,406.

Muscatine, Journal. Daily av. 1905, 5,582. Semi-weekly 5,095.

Sioux City, Journal, daily. Average for 1905 sworn, 24,961. Av. for Feb., 1906, 26,702. Prints most news and most foreign and local advertising. Read in 30 per cent of the homes in city.

Sioux City, Tribune, Evening. Net sworn daily, average 1905, 24,227; May, 1906, 26,409. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News, Daily 1905, 5,425. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1905, daily, 5,578; weekly, 5,180.

Wichita, Star, weekly. Average for year ending January, 1906, 2,545.

KENTUCKY.

Lexington, Leader. Av. '05, avg. 4,674. Sun. 6,163; May, dy. 5,865. Sun. 6,968. E. Katz, S. A.

Owensboro, Inquirer. Dy. av., 1905, 1,918 May, '06, 2,622. Payne & Young, N.Y. and Chic.

LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. for Jan., Feb. and March, 1906, 25,564; av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,063; for April, 1906, 26,090.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,572.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

Bangor, Commercial. Average for 1905, daily 9,455, weekly 29,117.

Dover, Piscataquis Observer. Actual weekly average 1905, 2,019.

Lexington, Evening Journal, daily. Aver. for 1905, 7,598 (©). weekly 17,448 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,977.


Portland, Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings of; copies printed av. ar. end'g Sept. 1905, 1,627.

Baltimore, American, dy. Av. 12 mo. to Jan. 31, '06, 64,157. Sun., 69,943. No return privileges.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For May, 1906, 65,096.


 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day av.

Boston, Globe. Average 1905, daily, 192,541. Sunday, 299,648. "Largest Circulation Daily of any two cent paper in the United States, 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Post. Average for May, 1906, Boston Daily Post, 225,685; Boston Sunday Post, 224,380. Daily gain over May, 1905, 7,579; Sunday gain over May, 1905, 44,697. Flat rates, r. o. p. daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

Fall River. News. Largest circ'n. Daily av. '03. 6,668. *Robt. Tomas. Rep., 110 Nassau St., N.Y.*
Lynn. Evening News. Actual average for 1905, 5,805.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 272,844. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,085. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 49,000. Reaches every post-office in Mass., N. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. L'Opinion Publique, daily (C) O. Paid average for 1905, 4,255.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. *Payne & Youngs. Specials.*

Grand Rapids. Evening Press (v. Average 1905, 46,456. Covers Western Michigan.

Jackson. Morning Patriot. Average May, 1905, 6,078; Sunday, 6,805, weekly (April). 2,815.


Saginaw. Courier-Herald, daily. Sunday. Average 1905, 12,594; May, 1906, 14,271.

Saginaw. Evening News, daily. Average for 1905, 16,710; May, 1906, 19,482.


MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,425.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first six months 1906, 100,059.


 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for May, 1906, 75,441. Aver. Sunday circulation, May, 1906, 70,855.

 The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. School Education, mo. Ctr. 1905, 9,550. Leading educational journal in the N. W.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first three months of 1906 was \$2,709. The daily Tribune average per issue for the first three months of 1906, was 106,199.

 **CIRCULATION.** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis to many thousands greater than that of any other newspaper. The city circulation by Am. News. alone exceeds \$5,000 daily. The paper circulates 1075. Want Ad paper of Minneapolis.


Minneapolis. Svenska Amerikanska Posten. Kwan J. Turnblad, pub. 1905, 51,512.

St. Paul. A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

St. Paul. Dispatch. Average net sold for year 1905, 69,565 daily.

St. Paul. The Farmer. s-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1904, 92,648.

St. Paul. Pioneer Press. Net average circulation for January-Daily 55,502. Sunday 82,487.

 The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1905, 13,594; May, 1906, 15,162. *E. Katz. Special Agent, N. Y.*

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1904, 25,158. *Smith & Thompson, Est. Rep.*

St. Louis. Courier of Medicine, monthly. Actual average for 1905, 9,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (C) O. Eastern office, 59 Maiden Lane.


St. Louis. National Farmer and Stock Grower monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circ'n 1905, 11,776. *Aster. Dec., 1906, 12,698.*

Missoula. Missoulian, every morning. Av. 1905, daily, 4,183; Sunday, 5,407. Doubled in size, advertising and circulation past 18 months.

NEBRASKA.

 **Lincoln.** Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,259. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1905, 147,052.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,754.

Lincoln. Journal and News. Daily average 1905, 27,092.

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Sworn aver. for 6 mos. ending Mar. 31, '06, 4,410.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1st 3 mos. 1906, 6,965; March, 1907, 7,191.

Jersey City. Evening Journal. Average for 1905, 22,546. 1st 3 mos. 1906, 25,408.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 65,782.

Plainfield. Daily Press. Average 1905, 2,874. 1st 4 months, 1906, 2,951. It's the leading paper.

Trenton. Times. Average, 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. March, 1906, 12,416 (C)

Buffalo. Courier, morn. Av. 1905, Sunday \$6.-774; daily 48,008; Enquirer, even., 31,027.

Buffalo. Evening News. Daily average 1904, 88,457; 1905 94,690.

Catskill. Recorder. 1905 average. 2,811; May, 1905, 3,583. Best adv. medium in Hudson Valley.

Corning. Leader, evening. Average, 1904, 6,235; 1905, 6,395.

Cortland. Democrat Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls. Times. Est. 1878. Only ev'g paper. Average year ending March -1, 1906, 2,508.

LeRoy. Gazette, est. 1836. Av. 1905, 2,287. Largest ev'g. cir. Genesee. Orleans, Niagara Co.'s.

Mount Vernon. Argus, evening. Actual daily average 1 year ending June, 1906, 8,562.

Newburgh. News, daily. Av. 1905, 5,160. 2,900 more than all other Newburgh papers combined.

New York City.

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,463 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 7% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 88%, and to 30% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

American Magazine (Leslie's Monthly). Present average circulation, 256,107. Guaranteed average, 250,000. Excess, 78,296.

Army & Navy Journal. Est. 1863. Actual weekly average for first 12 issues, 1905, 9,592 (60).

Atlantis. Daily Greek newspaper. Actual average for 1905, 9,355.

Baker's Review. monthly. W. R. Gregory Co., publishers. Actual average for 1905 5,008.

Benziger's magazine. family monthly. Benziger Brothers. Average for 1905, 44,186, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, 26,225 (60).

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,020 (60). D. T. MALLETT, Pub. 383 Broadway.

Jewish Morning Journal. Average for 1905, 54,668. Only Jewish morning daily.

Music Trade Review. music trade and art weekly. Average for 1905, 5,341.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1903, 15,090 copies. Actual weekly average for the first seventeen weeks in 1906, ending April 25, 16,250 copies.

The People's Home Journal. 544,541 monthly. Good literature. 444,667 monthly, average circulation for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending May, 1906, 5,805; May, 1906, issue, 7,512.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1905, 18,156.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 371,706. Sunday, 411,074.

Schenectady. Gazette, daily. A. N. Liecty. Actual average for 1904, 12,574; 1905, 15,068.

Syracuse. Evening Herald, daily. Herald Co. pub. Aver. 1905, daily 55,552. Sunday 40,098.

Syracuse. Post-Standard. Daily circulation 27,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica. National Electrical Contractor, mo. Average for 1905, 2,615.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,589.

NORTH CAROLINA.

Raleigh. Biblical Recorder, weekly. Av. 1903, 8,572. Av. 1904, 9,756. Av. for 1905, 10,206.

Raleigh. Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251.

Raleigh. News and Observer. N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

NORTH DAKOTA.

Grand Forks. Normanden. Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,795.

OHIO.

Ashtabula. American Sanomat. Finnish. Actual average for 1905, 10,746.

Columbus. Hunter-Trader-Trapper, monthly. Actual average circulation 1905, 23,708.

Coshocton. Age, Daily av. 1905, 9,128; in city 10,000; factory pay-roll \$150,000 monthly.

Dayton. Religious Telescope, weekly. 20c. agate line. Average circulation 1905, 20,096.

Springfield. Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. Cir. 415,000.

Springfield. Woman's Home Companion. June, 1905, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown. Indicator. Dy ar. '05, 12,910; Sp. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville. Times-Recorder. Sworn average 1905, 10,564. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1905 aver. 11,161; May, 1906, 12,992. E. Katz, Agent, N. Y.

OREGON.

Portland. Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland, Journal. Daily and Sunday. Actual average for May, 25,451. Average year 1905, 21,926.

Portland. Pacific Northwest, mo. 1905 average 15,585. Leading farm paper in State.

PENNSYLVANIA.

Erie. Times, daily. Aver. for 1905, 15,948, May, 1906, 16,958. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn av., Apr. 12, 769. Largest paid circula't'n in P'sy., or no pay.

Philadelphia. Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (60).

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 545,266. **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,"

"has been pronounced the one that best serves its purpose as 'an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.' " Unlike any other paper."

Philadelphia. German Daily Gazette. Aver. circulation, 1905, daily 51,508; Sunday, 44,465, sworn statement. Circulation books open.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Medal and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for 1905, 106,500; Sunday average April, 1906, 150,394.



"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of May, 1906:

1	224,704	17	220,002
2	222,665	18	215,993
3	225,423	19	216,654
4	225,403	20	Sunday
5	222,880	21	216,930
6	Sunday	22	218,565
7	223,151	23	219,305
8	225,630	24	218,556
9	225,983	25	214,759
10	225,357	26	216,565
11	225,341	27	Sunday
12	225,560	28	200,319
13	Sunday	29	220,717
14	221,450	30	199,661
15	224,283	31	219,482
16	224,459		(*) Holiday.

Total for 27 days, 5,896,549 copies.

NKT AVERAGE FOR MAY,

218,465 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.
PHILADELPHIA, June 4th, 1906.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia, W. Phila. Bulletin, wy. Covers W. Phila. Everybody looks for it. Cir. '05, 5,288.

Pittsburg. The United Presbyterian. Weekly circulation 1905, 21,569.

West Chester. Local News, daily. W. H. Hodgson, average for 1905, 15,397. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 246,715. Smith & Thompson, Inc., New York and Chicago.

York. Dispatch and Daily. Average for 1905 15,551. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation four months ending April 30, '06, 17,502 (evening).

Providence. Daily Journal. 17,628 (©©). Sunday, 20,588 (©©). Evening Bulletin 27,725 average 1905. Providence Journal Co. pub.

Providence. Real Estate Register; finance, etc.; 2,525; sub's pay 24% of total city tax.

Westerly. San Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dv. average for 1905, 4,505.

Columbia. State. Actual average for 1905, daily 9,587 copies (©©); semi-weekly, 2,625. Sunday '05, 11,072 (©©). Actual average Jan. to April '06, daily 10,717; Sunday 11,654.

TENNESSEE.

Knoxville. Journal and Tribune. Daily average year ending December 31, 1905, 12,015. Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Average March 11,593. Carries more advertising in six days than does contemporary in seven. Write for information.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 23,916. Sunday 55,887; weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending February, 1906, 2,110.

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,705; for 1905, 20,227.

TEXAS.

Beaumont. Texas, Enterprise. Average 1905 5,487; present output over 10,000 guaranteed.

El Paso. Herald. Av. '05, 5,011; Feb. '06, 5,584. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for year ending May 5, 1905, 6,015 (3%).

VERMONT.

Barre. Times, daily. F. F. Langley. Aver. 1905, 5,527; for last six months, 1905, 5,691.

Burlington. Free Press. Daily av. '05, 6,558. Now 7,200, or more. Largest city and State circulation. Examined by Association of American Advertisers.

Burlington. News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Montpelier. Argus. Actual daily average 1905, 5,242.

Rutland. Herald. Average 1904, 5,527. Average 1905, 4,286.

St. Albans. Messenger, daily. Actual average for 1905, 5,051.

VIRGINIA.

Danville. The Bee. Ar. 1905, 3,546. April, 1906, 2,865. Largest circ'n. Only eve'y paper.

Richmond. News Leader. Seven dy. av. 1905, 29,648. Largest in Virginia and Carolinas.

Richmond. Times-Dispatch, morning. Actual daily average year ending December. 1905, 20,578. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle. Post-Intelligencer (©©). Average for May, 1906—Week-day, 25,158; Sunday, 35,432. Only m'n's paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and GENUINE value.

Tacoma. Ledger. Daily average 1905, 15,244; Sunday, 20,865; weekly, 9,642.

Tacoma. News. Average first four months 1905, 16,212; Saturday, 17,687.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

Ronceverte. W. Va. News, wy. Wm. B. Blake & Son, pub. Average first 3 months 1905, 2,112.

Wheeling. News. Daily paid circ., 11,196. Sunday paid circ., 11,857. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janesville. Gazette, d'y and s-w'y. Circ'n—average 1905, daily 5,149; semi-weekly 5,059.

Madison. State Journal, dy. Circulation average 1905, 5,482. Only afternoon paper.

Milwaukee. Badger and Farmers' Record, mo.; 75,000 copies (3%); rate 30c. a line; largest mo. farm journal circulation in this territory.

Milwaukee. Evening Wisconsin, d'y. Av. 1905, 26,648; May, 1906, 28,962 (©©).



Milwaukee. The Journal, ev'g. Average 1905, 40,517; May, 1906, 44,680. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. Average for the year, 1905, 7,658.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877, wy. Actual aver. for 1905, 41,748; First five months, 1906, 47,272. Has a larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

Sheboygan. Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

WYOMING.
Cheyenne. Tribune. Actual daily average net for 1905, 4,511.

BRITISH COLUMBIA.
Vancouver. Province, daily. Average for 1905, 8,687; May, 1906, 9,472. H. DeClerque, U. S. Repr., Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 4,556; for 1905, 4,502. U. S. Rep., H. C. Fisher, New York.

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1905, daily, 80,048; weekly, 15,654. Daily, May, 1906, 84,180.

Winnipeg. Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Aver. for the year end, May, 1906, 15,782; aver. last six months, 16,051.

Winnipeg. Telegram. Daily av. '05, 18,707; last three months 20,577. (Sat. average 25,000).

NOVA SCOTIA, CAN.

Halifax. Herald (C) and Evening Mail. Circulation, 1905, 15,508. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,033.

Toronto. The News. Sworn average daily circulation for year ending Dec. 30, 1905, 38,282. Advertising rate 50c. per inch. Flat.

Toronto. Star, daily. Daily average February, 1906, 41,953 copies.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; 1905, 96,771; weekly, 48,207.

Montreal. Star, dv. & wy. Graham & Co. Av. for 1904, dy. 56,795, wy. 125,340. Av. for 1905, dy. 58,125; wy. 126,507.

I take pleasure in saying that I am very well satisfied with our expenditure in your Roll of Honor. I believe that it has paid me well to keep our paper there and am thoroughly satisfied with the investment.—*E. P. Adler, Publisher Times, Davenport, Iowa, March 6, 1906.*

We beg to say that our advertisement in the Roll of Honor, as published in PRINTERS' INK, has assisted us materially in securing foreign advertising.—*Der Nordwesten Publishing Co., Hugo Carstens, Manager, Winnipeg, Canada, March 13, 1906.*

It is hard for us to trace results directly from our advertising, but we feel sure that PRINTERS' INK's Roll of Honor is doing us lots of good. We have had a prosperous season, and we believe that our advertising in PRINTERS' INK has been very beneficial to us.—*Deutsch-Amerikan. Farmer, Lincoln, Neb., March 9, 1906.*

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905, Daily \$8,590 (◎◎). Sunday 48,731. Wp.'04, 107,925.*

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,943.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more classified ads than all others in its line.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 11-13-15 E. 24th St., N. Y.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Cleveland.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

ELECTRICAL REVIEW (◎◎) covers the field Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MAILLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,166 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers to be 20,389 average weekly from January 6th to March 3d, 1906.

VOGUE (◎◎)

is a

GOLD MARK PAPER.

Printers' Ink recently credited VOGUE with carrying more advertising than any other of the leading weeklies.

A sample copy of Vogue will be mailed to any one who will cut out this advertisement and send it to Vogue with name and address. We want you to study this paper, which is the leader among fashion publications. There is a reason why VOGUE carries its quantity of advertising. Send for a sample copy and see why.

VOGUE,

11-13-15 East 24th St., New York.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎). Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average 1905, 106,600; Sunday average April, 1906, 156,284.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (©©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

THE NEWS AND COURIER (©©), Charleston, S. C. Paid circulation of highest class in every part of South Carolina and adjoining States.

TENNESSEE.

THE TRADESMAN (©©) Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (©©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (©©). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (©©) and the EVENING MAIL. Circulation 15,558, flat rate.

A MOTOR-CAR IN ENGLAND TO ADVERTISE CANADA.

London is greatly interested in a motor-propelled "display wagon," which the Canadian Government is using with great success to advertise the advantages of the Dominion to prospective English emigrants.

This novel motor vehicle is arranged like the counter of a store, and large glass cylinders display in the most attractive fashion all the products of the fertile farm lands of the Dominion. One section of the car is even given up to stuffed birds, showing the sporting advantages of the country. There are samples of every cereal and fruit grown in Canada. This motor display wagon, which was built in Detroit, Mich., has already traveled more than 1,000 miles in England, having journeyed all through the eastern countries.

"So much of a success has this car been," said the agent for the Canadian Government, "that we are thinking of ordering some more of the vehicles from the United States. It is one of the best advertising schemes we have ever undertaken, and we can trace certain emigration results directly to the float."—*New York Press*.

EUROPEAN ADVERTISING COMPLEX.

In Germany and Austria, in a number of towns and districts—German characters must be used, as Roman type is practically unknown, although there is manifestly a growing tendency to use the Roman lettering for business and advertising purposes. In Belgium there are papers printed in Dutch and papers printed in French; in Switzerland the use of three languages—German, French, and Italian—is required; in Austria-Hungary the advertiser has to adapt his copy to five tongues—German, Hungarian, Zechish, Polish and Rumanian.—*Progressive Advertising, London*.

HOW A FRENCH COIN WAS ADVERTISED.

When M. Poincaré, the Minister of Finance in the new French Cabinet, assumed office he found the new 25-centime nickel coin—which corresponds exactly to the American "nickel"—exceedingly unpopular, and there was serious talk of calling it in again. The small tradespeople refused to accept it, and there was a general feeling among the lower classes that it would become valueless some day. Various methods were discussed for pushing the circulation of the coin. It was gravely proposed that a pamphlet should be published for gratuitous distribution calling attention to its advantages, citing its demonstrated utility in the United States.

"Just leave the matter in my hands," said M. Poincaré, "and I'll guarantee that within a few weeks the nickel coin will be the most popular coin in Paris."

Nobody knew who started the rumor, but one day all Paris was whispering that in the issue of these coins were five on which the magic word "Rothschild" had been engraved in tiny letters. The first person who took one of these coins to Rothschild's bank would receive \$5,000 for it; for the second \$2,000 would be paid; for the third and fourth \$1,000, and \$400 for the last. Small tradesmen who had previously fought shy of the new coin were eager to obtain it. The lower classes insisted on getting nickels with their change. In a few days the nickel 25-centime was the most popular coin in Paris, and the demand for it exceeded the supply. Needless to say, no one has yet got hold of a coin on which, even by the aid of a microscope, the name "Rothschild" can be discovered.—*New York Press*.

MIGHT BECOME AN ADVERTISING FEATURE.

We hear that the banking house of J. P. Morgan & Co., has adopted the English custom of serving afternoon tea. Members of the firm and a few favored customers are said to adjourn about four o'clock and saturate themselves with the soothing Oolong until the carriages come to take them home. The practice is a pernicious one. Should it reach our banks in the smaller cities and towns, there would soon be such enlargement of the idea that there would be free lunch service in the amplified degree. Rival banks would vie with each other in the excellence and extent of the spread, and soon the huge table in the director's room would be made to sag under its burden of cold roast beef, jelly cake, pickles, pie and hard cider.—*Bank Notes*.

At Tarrytown, N. Y., a butcher has just moved to a new location on Orchard street. Although the windows of the store are now filled with hams, steaks, etc., the large sign over the entrance still reads as formerly: "Antiques."—*Sun*.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the
Newspaper in Which It Appears.

Advertisements under this heading are only desired from
papers of the requisite grade and class.

COLORADO.

THE Denver POST, Sunday edition, April 15, 1906, contained 5,086 different classified ads, a total of 112 9-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (C & O), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

PEORIA (Ill.) JOURNAL reaches over 15,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE Indianapolis News during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 290,941 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.
DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result better; circulation in excess of 13,500; 1c. word; 5c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in May, 192,768 lines. Individual advertisements, 23,999.

Circulation, 1903, 57,039; 1904, 54,384; 1905, 57,588. First five months 1906, 70,408. The average Sunday circulation, 70,833.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, Daily average 1905, 27,002, guaranteed. Cent a word.

NEW JERSEY.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for Want ads, medium, mail order articles, advertising, notices, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue; first six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD, Circ. May, '06, 7,579. Biggest Daily in North Dakota. La Cote & Maxwell, New York Representatives.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 12,661. Publishes more Wants than any four Okla. competitors.

OREGON.

★ **PORTLAND JOURNAL**, Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!

Want Ads. in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."

Net paid average circulation for May, 1906:
218,466 copies per day.

(See Roll of Honor column.)

21,000 Germans

visited The John Wanamaker Store in Philadelphia on their recent German Day Celebration.

The **GERMAN DAILY GAZETTE** was the medium used.

Daily circulation averages 51,508.

"THERE'S A REASON."

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in it.

SOUTH CAROLINA.

THE NEWS AND COURIER (©©), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.

THE Columbia STATE (©©) carries more Want ads than any other S. C. newspaper.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 634 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax HERALD (©©) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the Want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

GREATLY EXAGGERATED.

A paper manufacturer of Georgia, writes to the *Manufacturers' Record* concerning a successful process of making paper from cotton stalks. He states that he will endeavor to organize a company with sufficient capital to build 100 mills in the South of 25 tons capacity (daily, presumably) each, to manufacture the new paper.

Let's see. Counting 300 days per year would give an annual capacity of 7,500 tons per mill, or a total of 750,000 tons yearly. That is 100,000 tons more than the total amount of news paper consumed in America in 1904, and nearly double the amount of book paper used the same year.—*Pure White, Champion Coated Paper Co., Hamilton, Ohio.*

NEWSPAPER HEADINGS ILLUSTRATED.



"THE OMAHA BEE."

MID-SUMMER SPECIAL **PRINTERS' GENERAL AD**

Wednesday, July 18 (Press Day)

FOR the primary purpose of obtaining new subscribers, a copy of **PRINTERS' INK** for July 18—press day as above stated—will be sent to 9,000 names in addition to the regular mailing list.

* * *

The nine thousand extra copies are sent to as many individuals and marked personal. Every copy so marked will go to the advertising manager, or the member of a firm who has direct charge of the expenditure for advertising of that concern.

* * *

The list is thoroughly up-to-date, and the above issue will reach these people just at the time when they are thinking of their early fall campaigns. The advertising manager of a large concern is always busy. Year in year out, the same problems confront him every day—only in different forms and aspects. He knows no idle moments and always welcomes suggestions and timely information.

* * *

This special issue will be made as lively, interesting and valuable as possible.

If you are the publisher of a newspaper or magazine of

THE PRINTERS' INK PUBLICATION

10 Spruce Street, New York

SPECIAL ISSUE OF PRINTERS' INK TO ADVERTISERS

(Press Day, July 11), 1906

character—one that has a story of facts worth presenting to a general advertiser—you can hardly disregard this special issue, for there is no more effective and economical medium than PRINTERS' INK. While it is of no earthly good to a poor medium, it is worthy and entitled to and seeks the patronage of first-class publications.

* * *

The same argument is true for anyone else who makes or deals in anything which large and small advertisers use or ought to use in the conduct of their business.

ALTHOUGH the July 18th edition goes to nine thousand extra and especially valuable names, the **usual rates only** will be charged as stated below.

Forms Close July 11, 1906

ADVERTISING RATES:

20 cents a line, \$3 one inch, \$10 quarter page, \$20 half page, \$40 for whole page. For advertisements in special positions, if granted, double price will be charged. A discount of 5 per cent may be deducted if check is sent with order and copy, which must reach this office on or before July 11, 1906.

THE PUBLISHING COMPANY
New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JULY 4, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

THE Sultan has forbidden the introduction into Turkey of gramophone disks which reproduce verses from the Koran.

THE Philadelphia Press sends out a fac-simile letter from Wm. J. Romig, general manager of the Atlantic City Estate Company, that city, stating that on a half-page test ad printed in Philadelphia dailies the business from one insertion in the Press equaled the combined business of three other newspapers that carried the same ad. Results were higher and cost per inquiry lower. An interesting article about this realty advertising, appeared in PRINTERS' INK June 20,

ONE order is worth a dozen inquiries.

GET your happiness out of your work or you'll never know what happiness is.—*The Philistine*.

"REMEMBER—the light in your eye and the grasp of your hand are absent in the written word. Avail yourself of every means to win a favorable reception for your advertisement—your silent representative."

LONDON AGENTS' SOCIETY.

At a recent meeting of the Incorporated Society of Advertising Agents, London, it was announced that the organization now has fifty-five members, all bona fide advertising agents, and that in its work of collecting information about the circulation of newspapers and magazines in Great Britain satisfactory progress has been made. Steps have also been taken to protect the agent's commission. The treasurer and active mover of this society is S. H. Benson.

THE "AMERICAN MAGAZINE" SOLD.

JOHN S. PHILLIPS, IDA M. TARBELL, LINCOLN STEFFENS AND OTHERS
BUY OUT THE COLVER PUBLISHING HOUSE.

Messrs. Frederic L. Colver, Ellery Sedgwick, William Morrow, Robert Cade Wilson and Charles D. Spalding, owners of all the stock of the Colver Publishing House, publishers of the *American Magazine*, formerly *Leslie's Monthly*, have sold their interest in the property to the Phillips Publishing Company, a recently organized company under the New Jersey laws, the officers of which are: John S. Phillips, president; J. Lincoln Steffens, vice-president; Albert A. Boyden, secretary, and D. A. McKinlay, treasurer. Mr. Phillips will also have associated with him Ida M. Tarbell, Ray Stannard Baker, Finley Peter Dunne ("Mr. Dooley") and William Allen White.

GEO. G. YOUNG, secretary of the Hampton Advertising Co., left town on Saturday for his old home at Winnipeg, Canada, where he will spend his vacation. Mr. Young was formerly advertising manager of the *Manitoba Free Press*.

DEATH OF WOMAN PUBLISHER.

Mrs. Ada S. Ballin, widely known in England as the publisher of *Womanhood*, *Baby*, the *Mothers' Magazine* and *Playtime*, fell from a window of her house in London recently and was almost instantly killed. Mrs. Ballin was not only a successful publisher, but an author of note, and had advanced ideas on advertising, the advertising sections of her magazines being as carefully edited as the literary matter.

BILLBOARD AGITATION.

The New York City aldermen have passed a law that provides a fine of \$10 to \$100 for exposing "to the public view as an advertisement of any show, play or performance, any indecent print or any picture or cut tending to represent the doing of any criminal act tending to deprave the morals of individuals, or shocking to the sense of decency, or tending to incite the mind to acts of immorality or crime, or to familiarize and accustom the minds of young persons with the same."

The Chicago building commissioner lately began tearing down billboards that violate ordinances as to height, an order from the board of aldermen having recently been issued to take drastic action. Action has now been postponed to test the ordinances in court.

The English Parliament has before it a bill to regulate hoardings, but the manner in which regulation is to be made will be left to local authorities everywhere in the United Kingdom, and the period left for existing advertisements to run is five years provided the measure is passed.

From your viewpoint there are, or should be, but two kinds of printing.

One is the best to be had—and the other isn't.

And the best is none too good for you.

If you argue that you cannot afford the best the answer is that you should then send out no printed matter at all, for in these days of fine, thoughtful, artistic printing anything which is not superior is recognized as inferior, and casts a shadow of mediocrity over your goods or your proposition.

The fixed charges in printing—labor, composition, stock, etc.—are much the same in the best printing and the other kind, and the additional cost of the former is indeed slight in comparison with the impression it creates and the results it produces.

If you will write us in detail with reference to any printed matter you intend to issue we can interest you, we know, in the best printing—in printing which will meet or elevate the standard of the article you wish to advertise and gain the favorable consideration even of those who are hard to reach or impress.

THE ETHRIDGE-KENNEDY COMPANY,

Hartford Building,
Phones 4847-8 Gramercy,
New York City.

PROVIDENCE is always on the side of the biggest advertisers.

C. J. SAVAGE, of John Wana-maker's advertising staff, New York, has taken a position with the Hampton Advertising Co.

THE Brooklyn *Daily Eagle*, of June 27, asserts:

The Town Topics Publishing Company have begun a suit against the Printers' Ink Publishing Company for \$100,000 for libel. The alleged libel was published in PRINTERS' INK on May 30 last.

A REAL ESTATE JOURNAL.

Notwithstanding the importance of real estate interests in this country, there has been no authoritative journal dealing with realty methods. Last January S. C. Stallknecht, publishers of a monthly, the *United States Real Estate Journal*, at Syracuse, N. Y., died in Michigan, leaving his paper to be sold. This journal has now been acquired and consolidated with the *Prosperity Maker*, an organ published by J. Allen Stephens, Muncie, Ind. The combined journal is now issued from Muncie, and is a promising-looking publication for realty buyers, sellers and investors. It is to be issued the 15th of each month.

AGENCY'S NEW HOME.

The Blaine-Thompson Co., Cincinnati, has just moved into new quarters in the Fourth National Bank Building, that city, the entire eleventh floor of this structure, recently erected, being taken on ten-year lease. The building is on Fourth street, between Walnut and Pine. This general agency is only six years old, but has grown rapidly since 1900, and numbers many large general advertising accounts in its patronage. Active management is in the hands of E. R. Blaine, secretary; J. E. Thompson, treasurer, and George A. Shives, vice-president, while the Bowman & Wagner Co., in adjacent quarters, takes much of the detail of copy illustration.

DON ALEJANDRO BACQUE, of Madrid, writes: "I am going to publish a paper like PRINTERS' INK." Who shall say that the Spanish nation is not progressing?

A NEW advertiser is the Syracuse Automatic Time Recorder Co., which, as its name indicates, is seeking publicity for a time-recording device. The business will be handled by the Hampton Advertising Co.

ANNUAL MEETING AND ELECTION OF OFFICERS OF THE PERIODICAL PUBLISHERS' ASSOCIATION.

The Periodical Publishers' Association of America held its regular monthly meeting and annual election of officers at the Aldine Association, New York City, on Wednesday, June 20th.

Very interesting reports were given by the standing committees having in charge the work of the Association relative to subscription, circulation, postal and other matters of concern to the periodicals represented by the 75 members in the Association, which now includes practically all of the leading periodicals of national circulation.

The officers chosen for the ensuing year are:

President: Frederic L. Colver, publisher of the *American Magazine*.

Vice-President: Erman J. Ridgway, *Everybody's Magazine*.

Secretary: S. A. Everitt, of Doubleday, Page & Co.

Treasurer: Thomas A. Barrett, *American Agriculturist*.

The Board of Directors for the ensuing year is made up as follows: Cyrus H. K. Curtis, *Ladies' Home Journal* and *Saturday Evening Post*. John S. Phillips, McClure, Phillips & Co. Frank N. Doubleday, *World's Work* and *Country Life in America*. Frederic L. Colver, *American Magazine*. Dr. Louis Klopsch, *Christian Herald*. Charles D. Lanier, *Review of Reviews*. J. B. Lippincott, *Lippincott's Magazine*. Arthur W. Little, *Pearson's Magazine*. Arthur T. Vance, *Woman's Home Companion*. Caspar Whitney, *Outing Magazine*. George W. Wilder, *Delineator*. E. J. Ridgway, *Everybody's Magazine*. S. A. Everitt, Doubleday, Page, & Co. Thomas A. Barrett, *American Agriculturist*. S. S. McClure, *McClure's Magazine*.

REFUSES AUTO ADVERTISING.

The Humphrey agency, Boston, sends PRINTERS' INK a copy of an advertisement for Jackson Motor Cars which appears entirely unobjectionable. When this ad was submitted to the *Register*, of Middlebury, Vt., its publisher replied that he did not accept automobile or liquor advertising at any price.

BEGINNING with July, *International Marine Engineering* will publish in London, at 12 St. Benet Place, Grace Church St., E. C., a European edition, which will appear simultaneously with the American edition. All American advertising will go into the English edition, and the English advertising will be inserted in the American edition. The same editorial matter will appear in each issue.

ALTHOUGH the circulation of newspapers in Japan does not compare with that of the largest dailies in America, there are a number of papers in Tokio and Osaka which report daily issues of more than 100,000. The *Osaka Mainichi* sells 220,000 copies a day and the circulation of the *Asahi*, in the same city, is almost as great. The most widely circulated newspaper in Tokio is the *Hochi Shimbum*, which sells 200,000 copies daily. It is the organ of Count Okuma, and is an influential journal in opposition to the present ministry. The highest priced papers in Japan do not sell for more than the equivalent of one American cent, and in many cases the price is less than half a cent. An advertising rate of twelve cents a line is considered high, and it is seldom that more than \$125 is paid for a full page ad. Special editions are put out when something great happens, but they are not entire copies of the paper. They are merely leaflets, containing nothing more than the piece of news which brought them into being.—*Fourth Estate*.

THE Ad-Writers' League of Louisville had a pleasant dinner and outing in that city June 14, in observance of Kentucky's "home-coming" festival. Speakers were David G. Evans, of *Success*; Byron W. Orr, St. Louis Advertising Men's League; Chas. R. Frederickson, Whitehead & Hoag; W. J. Ellis, advertising manager Herman Straus Sons & Co., and H. H. Moore, advertising manager Kaufman-Straus Co.

AD GOLF IN CHICAGO.

The first tournament of the new Advertising Golfers' Association of Chicago was held at the Exmoor Country Club, near that city, June 19-21. Three cups were played for—championship, first flight and second flight. O. McG. Howard won the championship, defeating John R. Griffiths in the finals by 2 up, 1 to play. In the first flight William M. Jones won, defeating M. L. Chizzola 4 up, 2 to play. E. W. Chandler won the second flight cup, defeating W. J. McDonald 5 up, 3 to play. Howard P. Ruggles won the prize for net score in the handicap, with 19—12—79. Two tied for best gross and net at 88—8—80. J. L. Stack and J. E. G. Ryan each getting those figures. Sixty-seven started. In the final match for the stag foursome Owen Brower and Charles S. Painter, beat Samuel Leonard and Frank Tebey, 1 up in nine holes. Players who qualified were as follows:

CHAMPIONSHIP CUP.

J. E. G. Ryan, J. R. Griffiths, J. C. Eastman, O. McG. Howard, Owen Brower, L. E. Owell, F. G. Davis, R. R. Whitman, J. L. Stack, E. C. Berriman, Sam Leonard, M. B. Hilly, K. W. Johnson.

SECOND FLIGHT.

F. F. Austin, E. E. Critchfield, W. H. Jones, J. A. Ford, N. L. Chizzola, A. L. Thomas, Charles Scofield, F. E. Merrifield, W. J. Champion, S. C. Rigdon, E. Wilson, L. S. Fuller, E. C. Sullivan, H. P. Ruggles, C. H. Stoddart, W. T. Davis.

THIRD FLIGHT.

W. J. McDonald, E. R. Erwin, Frank Tobey, D. L. Taylor, H. R. Rood, C. S. Painter, E. W. Chandler, H. N. Pindell, R. E. Ward, John Lenfesty, J. A. Dixon, Fred Higbie, A. E. Dunn, W. Evans, Jr., W. H. Mann, Dr. Whetzel.

NOVEL FRAUD ORDER.

The Postoffice Department has issued a fraud order against B. T. King, 50 Broadway, New York, who advertised that he was in a position to furnish his customers with advance information of the character of future cotton crop reports of the Department of Agriculture. The postal inspector who investigated the case reported that to furnish such advance information was impossible.

THE *Baltimore Herald*, in many respects an ably conducted and interesting newspaper, has gone down in the struggle for existence. It has succumbed to conditions that tend to become more acute in large cities. In the course of hot competition the time comes when there are too many papers in a particular field. Then one of two things takes place. Either the weakest of the competitors is snuffed out altogether or one of the stronger rivals annexes it. Changes in this direction are going on all the time. The increase in the number of dailies does not keep pace with the growth of population. On the contrary, the tendency is toward fewer papers and better ones. He who starts a new paper in a large town nowadays needs much confidence and plenty of patience and money. To keep anywhere near the head of the procession he must spend a fortune on plant. Then he must contend against the strong and entirely natural reluctance of advertisers to increase their expenses. Arrayed against the newcomer are the experience and energy of established competitors who have built up circulations and secured the good-will of advertisers. The *Baltimore Herald* saw its best days when it was a strongly partisan Democratic paper. In the evening field as an independent journal politically it had to struggle against the powerful opposition of the *News*, a paper which will gain largely by the extinction of its rival.—*Fourth Estate*.

NOTES OF PUBLISHING AFFAIRS.

With the September issue the *American Boy*, Detroit, will have handsome colored covers.

The Philadelphia *North American* will some time this summer begin the issue of an afternoon edition.

The San Francisco *Argonaut* is to be moved to the East according to John F. Wilson, who was its editor at the time of the fire.

The German morning daily of Pittsburgh, the *Beobachter*, has been sold to its former business manager, John E. Joos, who also owns the German weekly *Sonntagsbote*.

The *Ram's Horn*, Chicago, has bought the *Union Gospel News*, and merged it, increasing its own subscription list fifty per cent according to the publisher's report.

Another Sunday magazine, to supply newspapers in non-competing territory with a Sunday supplement, will be launched by the company behind the *Associated Sunday Magazines*, it is reported.

As a result of *Collier's* recent article on anarchists, in which Paterson, N. J., was described as a city in which many anarchists live and plot, that municipality contemplates bringing suit for libel.

It is now stated that *Putnam's Magazine*, the new monthly projected by G. P. Putnam Sons, will be illustrated and resemble *Harper's Monthly*, *Century*, *Scribner's*, etc. No date has been set for the first issue.

E. Chubb Fuller, Century Building, Indianapolis, who by a recent court decision was awarded the controlling interest in the *Agricultural Epitomist*, is about to launch a new publication called the *Agricultural Demonstrator*.

The New York Life Insurance Company has suspended its bi-monthly organ the *News-Letter*, which has been sent to agents for more than thirty years. As many as 100,000 copies were sometimes distributed to prospects by agents.

Evening Hours, heretofore a mail-order journal, has been purchased, consolidated with *Adams' Magazine* and the *New Boy*, and is to be made over into a boys' journal. Geo. W. Willis, formerly publisher of *Cheerful Moments*, New York, is business manager.

A syndicate of capitalists are said to have in mind the establishment of weekly papers in central New York State, notably the towns of Auburn, Seneca Falls, Geneva, Lyons, Canandaigua, Corning, Watkins and Elmira. D. W. Moran, Seneca Falls, is in charge of preparations.

THE Macy department store, New York, has won another decision in its suit against book publishers, the United States Circuit Court of Appeals deciding that the store has the right to sell copyright books at cut prices. After four years' litigation the case now goes to the United States Supreme Court.

HOW AN ARCHITECT ADVERTISES.

A young architect who is making his way toward the goal of success in speaking about the way he gets business says:

"It's against professional ethics for an architect to advertise in the newspapers. In that respect he is in the same position as the lawyer or doctor. We are allowed to advertise in the trade papers without incurring the condemnation of the profession but even that sort of publicity is not encouraged.

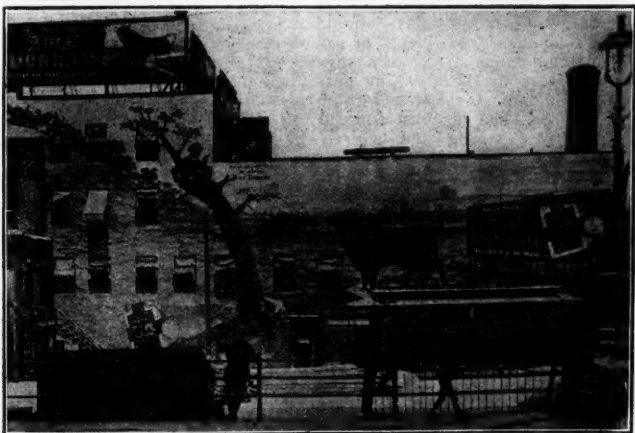
"How do we get business? Well there are several ways. The young architect who wants to get on in New York must have a lot of friends—for it is through friends and acquaintances that we get the bulk of our orders. It is because of this that I am a member of a large number of social organizations. I go about a great deal merely to become a familiar figure among men. I dine in one place, spend an hour at a club, and drop in at the theater where I am liable to meet people I know. In this way I keep myself before the pub-

lic—the public I must depend upon for my living. When any of these people who know me decide to build a house or make over the one they occupy they naturally remember that I am an architect and either write me or call on me and talk the matter over. Or they may have friends who are going to build and put in a good word for me. Some of the most profitable work I have ever done came to me in this way.

"Another way I advertise is to have half-tone cuts made of buildings I design and get them printed in the architectural magazines. The editors are always glad to publish these free of charge, providing they are sufficiently artistic or striking in appearance. As the plates bear my name I get a certain amount of publicity out of the publication of the pictures. Not infrequently some one will write me asking me to submit plans similar to those in a magazine of a certain date.

"Sometimes I have pictures printed of the elevation and plans of a building I have designed which I send to my friends. These in turn show them to others who may be interested in architectural matters. I can trace several good orders to this kind of advertising. The other day I mailed to a thousand physicians pictures of a house that I had remodeled for a prominent doctor. A physician who received it liked the work so well that he asked me to draw plans for the remodeling of his own house.

"The architect who makes the fastest headway in New York is the young man who belongs to a well known and distinguished family. Everybody works for him and he has nothing to do but draw plans or have them drawn for him. Things come his way with a rush when once started."



ONE OF THE MOST PICTURESQUE AND LARGEST MURAL SIGNS IN GREATER NEW YORK. PLACED BY THE O. J. GUDE CO. AT THE BROOKLYN APPROACH OF THE BRIDGE.

CHICAGO will have another advertising show in the Coliseum October 8-16.

It is reported that E. N. Dingley, general manager of the *Kalamazoo Telegraph* will be a candidate for State representative.—*Fourth Estate*.

MR. CHAS. N. ASCHEIM, formerly connected with the *Minneapolis Tribune's* advertising department is now on the editorial staff of Nelson, Chesman & Co., Chicago.

A NEWSPAPER show is going on in Frankfort-on-the-Main. Copies of papers from all countries are exhibited. The oldest paper represented was founded in China in 911 B. C.

NEW HOME FOR "EVENING POST."

In less than a year the New York *Evening Post* will be in its new building on Vesey street, near Broadway. The architects' plans show a structure of thirteen stories, with two basements, of which the paper will occupy one-third the ground floor, the basements and four top stories. The latest ideas in newspaper buildings gathered from all over the country have been embodied in this new home for the *Evening Post*, and it will be not only light and comfortable within, but of marked beauty outwardly.

NEW TRADEMARK LAW.

The amendments to the law relating to the registration of trademarks adopted by Congress will not go into effect until July 1. The first section amends the existing law, which provides that in an application for a trademark there shall be given a description of the mark itself, by inserting after the word "itself" the words "only when needed to express colors not shown in the drawing." This amendment is proposed to meet the objection that in ordinary

cases a trademark needs no description, but shows for itself what it is, and that often an attempt to describe it is likely to prove a limitation of the right of the applicant, since if the infringers' mark does not come precisely within the written description it would be held not to infringe it. The second section of the bill amends the existing law by providing:

That the Commissioner of Patents shall establish classes of merchandise for the purpose of trademark registration, and shall determine the particular description of goods comprised in each class. On a single application for registration of a trademark the trademark may be registered at the option of the applicant for any or all goods upon which the mark has actually been used, comprised in a single class of merchandise, provided the particular description of goods be stated.

The trademark laws of nearly all commercial nations have a provision of this kind, or their laws establish in express terms the classes. In England there are fifty classes, in Germany forty-two, and in France seventy-four. The practice formerly obtained in the administration of our Patent Office to allow the mark on an entire class of goods to be registered on a single application, but in 1903 the commissioner ruled, in ex parte Faxon, that under a proper construction of the statute a single trademark right would cover only merchandise of substantially the same descriptive properties. Manufacturers state that where under the former practice they could protect all the goods by from one to three applications, they would now be compelled to make from 10 to 75, and, of course, pay a fee upon each application.

The third section of the bill changes existing law to give a citizen of a foreign country, who has a manufacturing establishment within the territory of the United States, the same rights and privileges "so far as the registration and protection of trademarks used on the products of such establishments are concerned" as are enjoyed by our own citizens.—*Boston Transcript*.

Making Billposting Pay

When we became Official Solicitors for the Associated Billposters and Distributors (we were the first and for a time the only Official Solicitors) few of our newspaper and magazine customers would even consider billposting. Their objections were numerous, but quite natural, in view of the conditions which prevailed prior to the formation of the National Association.

From the outset, we endeavored to give our customers just as painstaking and exact service in billposting as we had long done in newspaper and magazine advertising. As opportunity offered, one customer after another was induced to test billposting and our methods of doing it, with the result that some use of billboards has become a settled policy with many of the most prominent and most reputable advertisers.

Successful billposting, like successful newspaper advertising, begins long in advance of securing the order. It commences with a study and analysis of the business. It considers the product itself and the selling methods which are, or may be employed. It requires harmony and co-operation between the selling organization, the article, the poster and the billposting service itself. Building the poster to fit the proposition, making the right allotment of paper for each town, are of great importance, but they will fail of the highest success unless these equally important preliminaries have been thought out and worked out.

By giving our clients this comprehensive service we have made billposting pay them and have succeeded in placing and keeping on the boards the paper of many advertisers which was never there before. We are seeking opportunities to tell more about this service to business men who have never used billposting or who have done so without satisfaction. Anyone at all interested in this subject will always find us ready to talk with him either at his place of business or ours. Just drop us a line.

Newspaper Advertising
Magazine Advertising
Outdoor Advertising

N. W. Ayer & Son
Philadelphia

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Second-hand linotype mats, 5, 10, 11 point. NEWS, St. Johns, Mich.

THE circulation of the New York World morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

TRADE JOURNAL, Editor, capable and energetic, versatile, and ambitious, wants position. "EDITOR," care of Printers' Ink.

CONCERNING TYPE—A Cyclopaedia of Everyday Information for the Non-Printer Advertising Man, get typewise? 64 pp., 50c. postpaid, ac'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

FIRST-CLASS job printer, who can take charge as working foreman. Open shop; 53 hours. Good wages for right man. Address "H. P." care Printers' Ink.

WHY not earn more money? We help capable men to better positions; hundreds of opportunities now open; write for booklet. HAFGOODS, Suite 511, 369 Broadway, N. Y.

ADVERTISING—I desire position with firm looking for ads that "pull"—illustrations that tell. Booklets written. Experienced in catalog layout. Address, "EXPERIENCE," cr. P. I.

NEWSPAPER REPORTERS—Bright young men who know what news is and how to write it, send for booklet No. 7 about position. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

WANTED—Business manager for an established monthly farm journal. Must be able to take financial interest and be competent to assume control of the business. Address "A. B. C.," care of Printers' Ink.

WANTED—Editor for Trade Journal on Pacific Coast, also Manager for Press Clipping Bureau. State experience and salary wanted. Address "P. C. B.," care of Printers' Ink.

WANTED—Position as advertiser or designer or assistant manager; Powell graduate; reference as to ability and originality, Geo. H. Powell, New York. Personal address A. C. WADE, Sudlersville, Maryland.

WANTED—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desire party able to buy an interest and take full charge of the business. For particulars address "L23," care Printers' Ink.

Wanted an Advertisement Writer.

Young man about twenty-five, with some newspaper experience, who can prepare copy for medicine advertising, to act as assistant to advertising manager. Inclose sample of work. State full particulars, salary, etc. Address "MEDICAL," care Blaine-Thompson Co., Cincinnati, O.

AD STUDENT

A desires position, with chance to learn and advance. Have had complete training and some practical work in the preparing of copy, displaying, etc. Three years' experience in commercial work. Work commended by "The Little Schoolmaster" in a recent issue. Samples of work cheerfully submitted. A location in N. E. preferred, Boston or Providence especially. "H. W.," care Printers' Ink.

A CHANCE FOR A LIVE MAN.

A firm of magazine publishers wish to employ a competent circulation man. By competent, they mean a man who can by ingenuity and cleverness attract new and retain old subscribers on a profitable basis, and who is willing to be paid on the basis of what he accomplishes instead of what he thinks he can accomplish. A good chance for a man of spirit, determination and capacity. Address "RUBAL," care P. I.

WANTED for London a capable, experienced advertising man who has had training in department store and house furnishing lines. In writing, give history, salary expected, etc. Address R. H. SHONE, Ben E. Hampton Co., 7 West 23d St., New York.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 515 Grand Ave., Kansas City, Mo.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from lending concerns everywhere. One graduate fills \$8,000 place, another \$7,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teaching. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 55 Metropolitan Annex, New York.

WANTED Copy Writer, to prepare street car advertising. Must have wits and originality. Send samples and state terms, "STREET CAR WRITER," care of Printers' Ink.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 401 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa. Thirteenth year; 25c. agent line.

THE 1905 issue of the American Newspaper Directory shows that the average issue of the Troy (O.) Record in 1904 was 1,150. Average in 1903, 1,138.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25c. com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BOTTLE CO., St. Louis, Mo.

YOU can't shake my faith in Greater San Francisco—can use good "Ad" Novelties. McKIM, The "Ad" Man, 2610 Market Street, San Francisco, Cal.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 50 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

PATENTS.

PATENTS that PROTECT.
Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

SUPPLIES.

NOTE HEADINGS of Bond Paper, 5½x8½ inches, with envelopes (laid p). 100 for 65c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50, 5,000 for \$11.00. Send for samples. MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.
BERNARD'S Cold Water Paste now used exclusively by publishers, clipping bureaus, billposters, cigar makers, trunk factories and all paste users who have tried it. Sample free. **BERNARD'S PASTE DEPT., Tribune Bldg., Chicago.**

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

THE IRELAND ADVERTISING AGENCY. Write for *Different Kind Advertising Service.* 925 Chestnut Street, Philadelphia.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

IT PAYS to advertise in Canada through us. No Agency is so well equipped to successfully place advertising to reach the large French-Canadian section. \$6.000 will bring your goods before 6,000,000 Canadians. **THE DESBARATS ADVERTISING AGENCY, Ltd.,** Suite 50, Sovereign Bank Bldg., Montreal.

PRINTING.

10,000 LETTER HEADS Printed for \$10. W. B. HARRIS & SON CO., Catalogue Printers, Ellettsville, Ind.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

FOR SALE OR EXCHANGE.

47 DESIRABLE building lots in South Savannah, Ga. Excellent opportunity for colony of truck gardeners; will sell reasonable or exchange for anything of equal value. CHAS. BERNARD, Tribune Bldg., Chicago.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. U. S. SOUVENIR POST CARD CO., 1149 Broadway, N. Y.

POSTAGE STAMPS.

25 OFF. ungummed, unused, U. S.; c. o. d. R. E. OLSEN; 2404 Milwaukee Ave., Chicago.

MAIL ORDER.

OUR METHOD of DIRECT ADVERTISING pays best, because it reaches mail order buyers who can be reached in no other way. Our agents, located in every part of the United States and in Canada, place your Circulars or samples in everybody's hands by means of house-to-house distribution. We GUARANTEE first-class services, and our rates are the lowest consistent with good work. We will mail our

"**DISTRIBUTORS' DIRECTORY**" free to advertisers who desire to contract with agents or will contract with you direct, saving you time and trouble. Correspondence solicited.

UNIVERSAL ADVERTISING CO.,
Drexel Bank Bldg., Chicago.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and, get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huyiers, Vaseline, Santol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STUPPER COMPANY,** 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

PAPER.

B. BASSETT & SUTPHIN, 45 Hickman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.,** Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 415, Philadelphia, Pa.

CLASS PUBLICATIONS.



20,000 Buyers of (\$1,025,000,000 annually) Hardware, Housefurnishing Goods, etc.
Read every issue of the Hardware Dealers' Magazine.
Write for rates. Specimen Copy mailed on request.
253 Broadway, N. Y.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (C) Greatest book of its kind. Published annually, 34th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

MONEY MAILERS.

MONEY MAILERS—\$1.90 per M. Samples free. **KING KOIN KARRIER CO.,** Beverly, Mass.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY,** Rittenhouse Bldg., Phila.

LABELS.

FOR SALE—Complete newspaper and job plant. In excellent condition, publishing daily 1,600 circulation, weekly 2,500, in growing city of 12,000 population; doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write C. A. MCCOY, Lake Charles, La.

ADVERTISEMENT CONSTRUCTORS.

I HAVE time to Manage the Advertising, Prepare Copy, etc. for two firms who want the services of a good ad man, but do not want to pay for his full time. The cost to you will be nominal. For interview address

J. W. LINDAU, Jt.,
Adv. Mgr. Rothschild, Meyers & Co.,
324 Broadway, New York.

OVER 25,000 LOYAL READERS
of the UNITED STATES REAL ESTATE JOURNAL

NAL have cash and are just simply waiting to buy your farm, home, business, patent, mill, mine, oil, NEWSPAPER or other property at a fair price. STEPHENS SPECIAL SERVICE analyzes, prepares and places your deal before them right. Let's fit this service to your particular case to day, and convince you of its subtle power in producing satisfactory results.

J. ALLEN STEPHENS,
(Inc.), Publisher, Muncie, Ind.

RUTS.
Ruts are indentations worn in various ways—highways and business ways, for instance—and in both of these they are serious and costly hindrances. Your advertising matters may have gotten into a really deep "rut," and you quite unaware of it—thousands are in that plight and never dream of such a thing. If your "rut" is not very deep, perhaps you can see over its edges, and note what your anti-rut competitors are at.

I make Catalogues, Price Lists, Booklets, Circulars, Folders, Notices, Mailing Cards and Slips, Follow-Up Letters, Newspaper Magazine and Trade Journal Advertisements, etc., for those who are in advertising solely for what they can get out of it. The most successful man I ever set for new clients is baited with "samples" of the work that caught others. Sending for such samples will cost you nothing and commit you to nothing. Postal cards will not be noticed by

No. 14 FRANCIS I. MAULE, 402 Sansom St., Phila.

BUSINESS OPPORTUNITIES.

CHEER UP! Take this opportunity, if your business is poor and run down; we can aid you in building it up. U. S. MILLER'S ADVERTISING, 2143 W. Monroe St., Chicago.

FOR SALE—A Credit Clothing and Cloak Store in an excellent location in New York City. Has a great many thousands of good accounts, and can be bought with or without merchandise. Address "CREDIT," care of Printers Ink.

What Cost \$5,000
Yours for \$5.

The American Art Reproduction Co.'s \$5,000 formula for the best sensitizing solution extant. Prints finest platinum toned photographs on any textile fabric, paper, wood, etc. No toning, only cold water; no dark room, no experience—any one can do the work and make money. Full instructions with formula sent for \$5. Only original and genuine. Money back if misrepresented. Sample bottle mailed 35c. Inquirers inclose stamped directed envelope; postals ignored. Beware of fake imitations. Offer subject to withdrawal. DAVID DAWSON, Trustee, Oak Park, Ill.

FOR SALE.

ADVERTISING Wagon and Harness, cost \$500; A used but little fine for medicine business. For sale at a bargain. CHAS. BERNARD, Tribune Bldg., Chicago.

SNAP! Prosperous Oregon daily, weekly and job outfit, \$10,000; \$3,000 cash, terms; good country weekly plant \$1,800; \$1,000 cash, terms. Other good plants. Write to-day. RALPH C. CLYDE, Newspaper Broker, Portland, Oregon.

ONLY Democratic paper in county seat of important Kansas county at \$2,000 cash or \$2,200 half cash. I will let it go at this bargain figure because other business claims my constant attention. Write quick to "C. A. G.," care of Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers; good; cheap. A HARPER ILLUS. SYNDICATE, Columbus, O.

PUBLISHING BUSINESS OPPORTUNITIES.

PERIODICAL, covering very attractive field, without competition, can be obtained on favorable terms. Prefer to sell part interest only. Good advertising proposition. Owner should live in New York City or vicinity. Address "T. P.," care Printers' Ink.

A Class
Magazine

With unusual opportunity in unfilled field. Its readers are liberal buyers of widely advertised goods. It caters to a field in which advertisers now use general mediums at great waste. Manufacturers should welcome this direct medium. It has good name, fair circulation and good basis of advertising. Able publisher will make good money while enjoying large enhancement, \$8,000 cash required. Address or call on

EMERSON P. HARRIS

Broker in Publishing Property

253 BROADWAY NEW YORK

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and samples sent on request. STANDARD ENGRAVING, CO., New York.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

BOOKS.

Successful Advertising.
HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of Two DOLLARS. Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

TYPEWRITING.

MULTIGRAPH TYPEWRITING.

See this work and get our prices before ordering imitation typewritten letters. ROGERS CO., 607-512 Wetherbee Bldg., Detroit, Mich.

NEWSPAPER OPPORTUNITIES.

CAPABLE printer-editor can buy for a cash payment of about \$350 a small but prosperous New York State weekly and job office. Owner has other business to look after. A good opportunity for a good man. Proposition No. 157.

C. M. PALMER,
Newspaper Broker,
271 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

FAC-SIMILE LETTERS.

Don't confound my *Facsimile* Typewritten letters with the ordinary *imitation* letter produced with the ribbon process.

There's as much difference between the two as between black and white.

One's an *imitation*.

Mine is an *exact facsimile*.

Shall I send specimens to prove it?

I'd like to quote my prices, too.

F. R. SWITZER

Facsimile Typewritten Letters

117 GENESEE ST., UTICA, N. Y.

Within the Past
Year We
Have Supplied



THE GOVERNMENT
PRINTING OFFICE

At WASHINGTON, D. C., With Over

100,000

POUNDS OF

MONOTYPE METAL

WITHOUT A SINGLE COMPLAINT.

Has a record like this ever been surpassed in the manufacture of Printers' Metals!

We make a specialty of the manufacture of Metals for Printers—Monotype, Linotype, Stereotype, Electrotype, Autoplate, Compositotype.

MERCHANT & EVANS CO.

Successors to

MERCHANT & CO., Inc.

SMEILERS. REFINERS,
PHILADELPHIA.

New York
Brooklyn

Chicago
Kansas City

Baltimore
Denver

CLINCHING A CUSTOMER

The quality of the colored inks purchased from you is entirely satisfactory and we have, in every instance, found your ink equal to any high-priced inks we ever purchased, and, when again in the market for ink, you can guess who will receive the order.

WM. H. RAAB & BRO., Johnstown, Pa.

Early in November, 1904, the above-named concern wrote for a copy of my price list and, after receiving same, concluded to try me on a small order. They forwarded a sample of red and requested five pounds of same. I matched it without any trouble and ever since have been selling them every ounce of ink they use. Every order from them contains some sort of a testimonial about my goods or my promptness in shipping. Send for my new sample book, containing one hundred and twenty-five specimens of my best selling inks. Money back when dissatisfied with your purchase. Address

Printers Ink Jonson

17 Spruce St., New York

THE UNHEALTHY ARGUMENT.

The argument that a product is healthy, that it does you good when you eat or use it, has paid big in advertising. People like to eat and use things that do them good, and the health argument often sells products not notable for their tempting flavor, or which are even a bit unpleasant.

Almost as potent, too, is the argument that the other fellow's product is unhealthy. Sweet are the uses of the germ in advertising, and great the reward of the

Fraud and dangers in bought ice cream.

Competition has reduced the price of ice cream in some places to 30 cents a gallon. Cream costs 20 cents a quart.

What do you think you are eating at thirty cents? When makers start to adulterate and "grade" their cream, how can you be sure of purity even at the highest price?

Potomaine poisoning from ice cream is caused by sour cans, fruit over-ripe, milk on the "turn," etc., which, highly flavored and frozen *tastes* all right.

To enforce the pure food law at home, you must make your own ice cream. Anyone can make delicious ice cream with the Peerless Iceland Freezer.

Never turns hard; freezes smooth, fine, firm, in three minutes; you know all is clean and pure.



A wonderful help in setting an attractive table.

Sold with the understanding that you may return it if you don't like it and receive your money. If not sold in your town, we'll supply you and prepay expressage. Write us for "Ice Creams and Ices, by Well Known Cooks," and name of Peerless Iceland dealer in your town. Dept. O. THE DANA MFG. CO., Cincinnati, O.

manufacturer who poses as a foe of dirt, disease, toxins, narcotics, garments that restrict circulation, etc. Fundamentally, there are not too many advertising arguments. Price is one, quality another, novelty another, and the fact that the article saves labor, or time, or is healthful. But the unhealthy argument is one of these fundamental themes in advertising, and often the only one that can be employed to give force.

Take an ice cream freezer, for instance. Price and quality are not strong arguments for such a device, nor is novelty, nor labor-saving. There may even be doubts as to the healthfulness of a product that the purchaser makes at

home. But the unhealthy argument has been employed to very good purpose by the Dana Mfg. Co., of Cincinnati, which attacks manufactured ice creams in magazine advertising and urges readers to make their own at home and avoid ptomaine poisoning. Advertisers with a fine toilet soap to sell have made much of the alkali in common soaps, and the maker of skin foods has, in turn, attacked the toilet soaps on the same ground. What would sell a spring water but the unhealthy argument? It has been used by electric lighting companies as an argument against gas, on the ground that the latter devitalizes the atmosphere in a room. The paint manufacturer has used it to attack wall paper, showing that the latter harbors dust and dirt where the former can be cleansed. The health shoe people have used it to attack the other fellows' shoes. The modern corset has decreased more than half in weight because of persistent exploitation of health waists. The refrigerator people are particularly venomous toward the whole tribe of microbes and also one another, making claims and counter claims as to the superiority and sterility of metal, glass, porcelain, enamel and other linings.

When breakfast food advertising was at its height the arguments against white flour gave the millers a worse scare than any germ could have done. A big trade has been built up in cereal coffees on the arraignment brought against caffeine. Lately a chocolate confection manufacturer has used the unhealthy argument by showing how his goods are dipped with a fork instead of the hands. One of the earliest and most successful campaigns of this sort, Royal's, left an indellible prejudice against the use of ammonia and alum baking powders. Practically all trademarked food advertising must employ it in some form or other.

THE profitable medium may be known by the rate it obtains.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

There are many articles whose beauty and attractiveness are best shown by engravings made by the half-tone process—in fact it is almost impossible to show some things adequately and give them their true value except by half-tones. At the same time, the place where an advertisement is to be printed must be taken into consideration, and there are many mistakes to be avoided. One of these is represented by the Goodell advertisement, marked

white drawing like No. 2, in which, by the way, the element of human interest has also been introduced.

* * *

A typical issue of a prominent trade paper contains about 150

**VITRICENE
TABLE CUTLERY**

Vitricene handles made of specially prepared opal and crystal glass, cannot fade or change color; are never affected by heat or moisture. Solidly combined with blades without use of cement. Never shrink, have no unsanitary crevices. Blades are made of high grade steel. The Vitricene Table Ware is the cleanest handsomest, best wearing table cutlery made. If your dealer hasn't it in stock, send us his name and ask for illustrated catalog free.

This Carver and Fork sent prepaid for..... **\$2.50**

**GOODELL COMPANY,
ANTRIM, N. H.**

GOODELL COMPANY

No 1

No. 1. There is absolutely no contrast to be found in this advertisement. The knife and fork shown are gray and so is the background. For this reason they practically become lost or merged in the background, and this method of treatment does not permit them to stand out at all; consequently they look dead and commonplace. For use in ordinary publications it would be much better to use a simple black and

**No 2**

pages of advertising—big pages they are, too. The most of these advertisements, representing thousands of dollars of good money, are about as interesting and use-

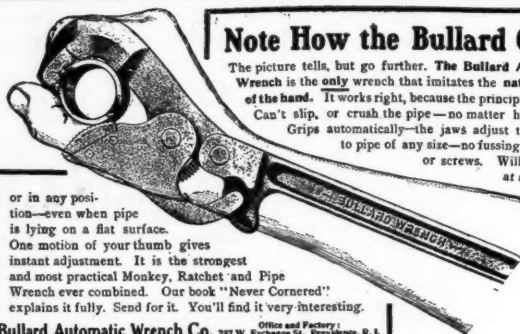
**RHODE ISLAND TOOL COMPANY
PROVIDENCE, R. I.**



ful as that of the Rhode Island Tool Company, shown here. This peculiar advertisement certainly has the merits of simplicity and

plenty of space for the copy, which cannot be said of many of its companions, as they were packed with screws, nuts, bolts and other things of that kind, looking as if the miscellaneous hardware had been poured into

er section of leg in his advertisement than any of his competitors, and in that respect has at least achieved a success. He has done more than that—he has assuredly secured the best possible view of his garter in a small space that



Note How the Bullard Grips

The picture tells, but go further. **The Bullard Automatic Wrench** is the only wrench that imitates the natural grip of the hand. It works right, because the principle is right. Can't slip, or crush the pipe—no matter how small. Grips automatically—the jaws adjust themselves to pipe of any size—no fussing with nuts or screws. Will turn pipe at any angle.

or in any position—even when pipe is lying on a flat surface. One motion of your thumb gives instant adjustment. It is the strongest and most practical Monkey, Ratchet and Pipe Wrench ever combined. Our book "Never Cornered" explains it fully. Send for it. You'll find it very interesting.

Bullard Automatic Wrench Co. 237 W. Exchange St., Providence, R. I.

Office and Factory:

the space until it was so full that it could hold no more. This Rhode Island Tool Company effort is truly representative of 95 per cent of the trade paper advertising of to-day. This may sound like a sweeping assertion but it is true for the good and sufficient reason that even when more copy is used, and some facts and arguments presented, the statements made have no advertising value, because they are no different from those made by other concerns. A careful search of the 150 pages of advertising mentioned above discloses one really good advertisement—that of the Bullard Automatic Wrench Company. This advertisement shows something, tells something, and means something, and is an excellent example of that 5 per cent of trade paper advertising which is worth the space it fills. Many energetic advertising men have been preaching and working for years in an attempt to bring trade paper advertising up to a higher plane. The result of their labors is thus far practically nil.

This Gordon Garter advertiser has succeeded in showing a small.

could possibly be obtained; although in doing so he has crowded his copy somewhat. An advertisement of this kind is much

Gordon
TRADE MARK
GARTER

The First Call
This month we shall be ready to send out the first 100,000 pairs of the GORDON OPEN GRIP GARTERS. The SWIVEL OPEN GRIP is perfect. Adjusts itself to the requirements of the muscles. Strongest, lightest garter made. Brass trimmings.
Price 35c.
GORDON MFG. CO.
Dept. 27

Yes we Send the GORDON GARTERS on approval, when your dealers cannot supply. Simply write us on your business stationery, try the OPEN GRIP GORDON GARTER. TEST IT. Then send us the in our coin case or return garters.
New Rochelle, N. Y.

more interesting and effective than one which tries to show too much and gives the advertised article so little space that it can hardly be seen at all.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

REED'S STANAUST SHIRTS,
Austin Reed, Proprietor.
Hosier, Glover, Shirt-Maker.
13 Fenchurch Street,
LONDON, E. C., May 19, 1906.

Editor Ready Made Department:

We are sending you by this mail, under separate cover, pulls of six advertisements which we should like you to criticise. With the exception of No. 1, we consider these are pretty good, but we should like your candid opinion, both as to wording and design. The ads appeared in a magazine on this side, having a circulation upwards of sixty thousand per month, appealing to the class of men we wish to reach; and on the face of it, it should have been a good medium for us. However, though the ads pulled, the cost of inquiries has worked out very high—too high for us to continue this series.

These are not the first ads we have put out; we have been in a few selected magazines on this side for a number of years past, and our shirt is pretty well known amongst men on this side.

As you can quite understand, advertising a shirt by mail is quite a different proposition on this side to what it would be in America. You, of course, are quite familiar with this, and will appreciate the difference in our method of reaching men here. However, if you can tell us candidly what you think of these, and where the weakness lies, we shall be very much obliged.

We are sending you another copy of our shirt booklet, as the one sent previously must either have miscarried or passed your attention. Your department is greatly appreciated on this side of the water. I am sure we ourselves find it very helpful and extremely interesting.

With best wishes, we are,

Yours very truly,

AUSTIN REED,
Per E. Epps.

The ads and booklet referred to have never reached this department, but the letter serves as a reminder of several ads and booklets received from this advertiser some time ago without a letter. In these ads there is very little to criticise, from my point of view, and if they, like the ones mentioned in the above letter, failed of profitable results, I cannot account for it except perhaps in the wrong choice of mediums.

And yet, it is hardly fair to place the blame on the mediums without further knowledge of the conditions—how long the ad ran, etc. If it ran but a short time, it is fair to presume that succeeding insertions would have materially decreased the cost per inquiry by increasing the number of inquiries. It is also just barely possible that the cost, which is considered high, will ultimately prove to be very low taking into account the number of attached customers secured through the advertising. The value of an attached customer is not easy to estimate, but such customers comprise the good will for which the seller of a business can often demand and get more than the total value of his merchandise. However all that may be, the Stanaust Shirt is well advertised; as well, I believe, as any shirt on this side, and that is saying a great deal. Here is a reprint of one of the ads:

YOUR RIGHT LENGTH IN SHIRT SLEEVES.

Yes, just that, the sleeve length that is right for you. Our method of making the Stanaust Shirt ensures correct sleeve length for every man, whether he has a long, medium, or a short arm. No more of Cuffs hidden under your coat-sleeves, or dropping down on to your knuckles. The Stanaust is right on other points, too. It is made to fit you at arm, neck, and body; it is fine in material and appearance; correct in style; and comfortable in wear. The Stanaust represents the best in shirt wear.

You can judge of our claim by sending 4s. 6d. for a sample shirt. State size of loose collar worn, and whether you've a long, medium, or short arm. Money back if we fail to please you.

You'll be interested in our illustrated booklet, "A Shirt Story." Write a card now and we will post you a copy by return.

REED'S STANAUST SHIRTS,
167 Fenchurch Street, London, E. C.
And at 5 St. Mary Axe.

This ad embodied a special design, with a half-tone showing the correct sleeve length and the flat-set cuff referred to in the book-

lets. But I wonder how many buyers really know whether their arms are long, short or medium, from the shirt-maker's viewpoint, and whether it wouldn't be better to ask for some sort of a measurement which would insure just what the ad promises as to the correct length. For instance, I know that my arms are not short, but haven't the remotest idea whether the shirt-maker would class them as long or medium. The Stanaust booklets are particularly good,—well written, well illustrated and handsomely printed. One of them, with the very appropriate title "No Tucks Necessary" illustrates the disgust of the man with "high water" sleeves, and the man with sleeves to his knuckles, and then depicts the pleasure of the "Stanaust" wearer with sleeves "just right."

This booklet opens with the following matter:

DURING LUNCH AT A NEAR-BY RESTAURANT

we recently overheard two men placing an order for shirts. They each wanted six, one remarking, "My arm's rather short, you know—you must allow for that." The shirt man replied, "Oh! they're all made the same length, everyone makes the same length. You'll have to have them made to measure if you want any alteration in the sleeve length." His customer acquiesced, with the remark, "I suppose I must get a tuck put in, then."

Then it enlarges upon the absurdity of the one sleeve length for all sizes, and the ease with which the right length may be had in this brand, together with the advantages of the quarter-sizes in neckbands, the flat-setting cuffs, etc. I believe, however, that while quarter size neckbands are, perhaps, not to be had on this side in ready-made shirts, the cheapest of them are made in several lengths of sleeve.

Another, and a really beautiful, book entitled "Let me tell you a shirt story," starts off with the following very plausible argument:

THE ARGUMENT.

The one object in having shirts made to measure is to obtain a better fit than is generally possible in a ready-to-wear stock shirt. There can be

no other reason. Shirts made singly, or by the half-dozen, cost more to cut, make and dress than stock shirts, which are usually made in large quantities. You pay the longer price then for fit, not for materials or workmanship. But there's a real difficulty to get a ready-made shirt cut to correct proportions. These shirts are usually far too ample in body, too long or too short in the sleeve, and the neckband size—which is usually designated by a private mark or figure—cannot be relied on.

Our experience of special order shirt cutting for a critical clientele extends over a long period. We have tabulated our experience, worked out a proportion of sizes that we know to be correct for the average man, have added features that make for comfort, can give you your right length of sleeve as well as your correct neck measure, and have succeeded in bringing "Stanaust Shirts" right up to the standard of the made-to-measure article, at about two-thirds the cost.

And now, sir, if you are sufficiently interested, I imagine you walking into 167 Fenchurch Street, and asking me to explain their chief points of excellence. You put the questions, and I will supply the answers.

Following which is the "Stanaust" argument in the most approved "reason-why" style. If I were in the shirt business, I should send a bunch of stamps to these people and ask them to send me these booklets. It's worth while.

Good Paint Ad from Bangor (Me.)
Daily Commercial.

The Extra Weight of Chilton Paint

should carry weight with paint buyers.

Most weight in your paint pail means most paint on your house; covers most, cuts the paint bill down to smallest possible figures. Chilton Paint insures your getting most weight to the gallon every time. And it is just as "strong" on Quality as it is on Quantity; produces a handsome and lasting surface; is backed by the hardest test of years, and has never yet been found wanting. We have special Chilton color combination cards to help you get just the paint shades you want. They're free.

RICE & MILLER,
28-30 Broad St.,
Bangor, Me.

Unusually Good. "Snappy" Carriage From the Richmond (Va.) Evening Copy from the Bangor (Me.) Daily Commercial.

"Solid Comfort!"

Here you have it, with beauty of design and finish and the very best of carriage making—in our natty low-wheeled, cushioned-tired Top Buggies. A top-notch jog in every respect, at an easy-to-pay price. Want a stylish two-seat. Or a jaunty road wagon? Or a solid business jog? We've got 'em all—the best of the season's make—priced very low. Old carriages taken in exchange.

W. F. WHITON & CO.,
60-66 Harlow St.,
Bangor, Me.

A Strong and Definite Guarantee.
From the Worcester (Mass.) Evening Post.

We Pay You Twelve Cents

if a riveted button comes off; 60 cents if a waistband rips; or a new pair, if they rip elsewhere—within two months from date of purchase.

This warrant applies to every pair of working pants we sell, from \$1.50 to \$3 per pair.

Worth considering?

HAMMOND CLOTHING
COMPANY,

South Cor. Main and Chat-
ham Streets,
Worcester, Mass.

An Appeal to the True Artistic Sense
(and Everybody Thinks He Has It),
from the Atlanta (Ga.) Georgian.

Art Pottery

is being chosen by many tasteful buyers of wedding gifts.

The styles shown in our Art Rooms are absolutely free from the tawdry and inartistic elements that make some collections so hideous to the discriminating purchaser.

Come in and see the kind we consider worth while—you'll agree with us.

MAIER & BERKELE,
Atlanta, Ga.

New \$5.00 Trousers.

Some of the handsomest styles of this season have just arrived. Each and every pair men tailored and trimmed as you could only expect of trousers made to order. The lot contains some 125 pairs, and in sizes to fit almost anybody.

THE HUB CLOTHING
COMPANY,
Eighth and Broad Streets,
Richmond, Va.

A Good Fishing Tackle Ad, Addressed
to a Specific Class. From the Read-
ing (Pa.) Eagle.

Lake Hopatcong Fisherman.

Have you all your fishing tackle in shape for the coming season?

You no doubt will need some hooks, corks, etc. Remember, all our hooks are A1 quality.

A beautiful 4-piece bamboo rod at \$1.25.

Also multiplying reels, 35c. and upward.

Oil Silk lines, 25c. to \$1.
Line nets, fish baskets, etc., at reasonable prices.

JOHN G. NUEBLING,
843 Penn Street,
Reading, Pa.

Endorsement, In Print, by a Local
Authority Whose Authority is Recogn-
ized, is a Mighty Good Thing.

Howard Mignery Says:

The Davis Food and Water Fountain for Poultry is the only Fountain on the market that can be satisfactorily used for either water, grain, grit, or oyster shells, and that a small investment for Anti-Louse Root Brackets will insure your poultry against Midge, Louse and Mice Ravages.

Everything for the poultryman at
Danbury's Greatest Store,
249-251 Main St.,

DANBURY HARDWARE
COMPANY,
Danbury, Conn.

One of a Series Worth Watching. From the Philadelphia Bulletin.

Strath Haven Inn

Swarthmore, Penna.

NOW OPEN

Mr. Business Man:

Can you anticipate this as a diversion every day this summer: Within a half hour after leaving your office you are with your family in the most picturesque spot in Delaware county. Driving with your wife, rowing with your daughter, bowling with your son—or playing golf, tennis or pool with your friends. See these features at Strath Haven Inn.

Less than half hour's ride (express service) from Broad St. Station.

Write for illustrated booklet. Bell phone.

Very Good.

We Move Anything. Fireproof Storage.

Separate Locked Rooms holding one-horse wagon load, \$2 to \$2.50 month.

Separate Locked Rooms holding two-horse van load, or contents of 3-room flat, \$4 month.

Larger rooms at special rates. Estimates furnished for the asking.

**MERCHANTS' TRANSFER
& STORAGE CO.,**

920-922 E St., N. W.

'Phone 629.

Washington, D. C.

Something a Little Different in Dental Advertising, from the Springfield (Mass.) Union.

Can You Bite Hard?

Something's wrong if you cannot. Nature meant you should have teeth as perfect as an Indian's. But where Nature cannot grow more teeth, art can so skillfully replace and repair that you'll never miss the teeth that have gone.

Painless Methods. Very Low Charges.

DR. FRANK NEGUS,

425 Main Street,
Springfield, Mass.

Hours: 8 to 7; Sat. to 9.
Sun. 10 to 2. Lady attendant. Room 25. Elevator on Court St.

Look for MY name!

"A Large Reduction" is Very Intangible and Unsatisfactory. If It Is Really Large, That Is a Good Reason for Printing Figures That Show How Large. An Ad of Particularly Strong Typography, As It Appeared in the Richmond (Va.) Evening Journal.

\$36.00 Special Summer Rate

During June we will issue a scholarship in either the full commercial or shorthand departments, unlimited as to time, for \$36. This is a large reduction from our regular rates of tuition. In May we placed a large number of pupils in excellent positions. Students entering now will finish their courses in time for positions this fall. Large, well ventilated and lighted halls. Write, call or telephone.

**MASSEY BUSINESS
COLLEGE,**

Main Street, Cor. Seventh.
Richmond, Va.

A Good Idea—Offering Piazza Furniture In Sets at a Saving.

A Three-Piece Piazza Set, \$8.00.

This is a new pattern. All round legs and spindles in weathered oak finish. A very neat, strong and handsome article, with heavy double rattan seats, and chairbacks.

Good sized settee,.....\$4.00

Large high back arm

chair,\$2.15

Wide arm, high back

rocker,\$2.50

\$8.65

Separately at above prices, or the set at \$8.

Our heavy mission-style piazza furniture is one of the most satisfactory lines we have seen. Very low price, yet solid, handsome and durable, and will stand the weather.

**METROPOLITAN FURNI-
TURE CO.,**

538-540 Main St., Near
State. 'Phone 2007.
Springfield, Mass.

The 1906 Issue

Rowell's American Newspaper Directory is a book published annually, which gives complete information about the greatest industry in the whole world.

It is complete, succinct and practical.

Collectively the newspapers and magazines of America own more power than all the governments on earth.

In dollars and cents of capital and earnings, the business ranks with the greatest; and in importance, influence and real value, no other compares with it.

Conceive for an instant the obliteration of all the newspapers!

Imagine the discontinuance of all the magazines, and of those journals pertaining to the various trades and professions.

There are more than 23,000 different periodical publications issued in the United States.

Every county has its local weekly. Every city has its dailies. Every trade has one or more journals or magazines. Art and literature in their highest types are disseminated in the great monthly magazines and in the national weeklies.

The growth of these publications in strength and numbers has been coincident with the growth of business in America.

Newspapers and business are interdependent.

Without a dependable statistical record of publications, their growth could never have reached its present proportions, and the difficulties of the transaction of general business would be multiplied.

Not only the advertiser is interested in Rowell's American Newspaper Directory, but every considerable business house has use for it. It is supplemental to the commercial agency book and the atlas.

It is a positive necessity to the man who expends even a few thousands per year in advertising.

It is a profitable investment for the man who expends as little as five hundred dollars per year.

It is valuably suggestive to the man who spends nothing

for general advertising but who believes that "sometime" he may like to consider such a possibility.

Even to those who do not now, and never will advertise, Rowell's American Newspaper Directory is valuable for the information it contains.

The general prosperity and intelligence of any county, or any State, can be judged more quickly and accurately from a knowledge of its newspapers than from commercial reports.

A county with live newspapers is a live county and a good place to get business from.

Trade and credit are best where newspapers are best.

Rowell's American Newspaper Directory gives the name, location, date of establishment, publisher's name, size, date and frequency of issue, politics and number of copies printed of every publication in the United States and Canada.

These are classified alphabetically by towns and States, again by character, or class, or trade.

You wish to know the leading Republican newspaper in Des Moines—turn to Iowa and to Des Moines.

You wish to know if a paper is published in a new Oklahoma town—turn to Oklahoma and the town.

You wish information of any given line of trade, but you do not know if, or where, or by whom, there is published any journal devoted to that trade—turn to the classification by trades and get the name, place, copies printed and frequency of issue.

Is there a journal of taxidermy, of photography, of iron, of mining, of stoves, coal, or hay?

The Directory will tell.

Who better than the editor of a trade paper knows the new and old things of his trade?

The Directory will let you reach him with your query.

Do you wish to judge the conditions in any given town or city? Do you wish to know what your customer is pushing and what is his competition? Do you wish to write him an intelligent letter about his local conditions?

What better than an examination of his local newspapers containing his own and his competitor's advertising? Where will you find the names and addresses of the papers so you may secure copies?

These are a few of the uses of Rowell's American Newspaper Directory.

It should have a place in every business office where a knowledge of general conditions of the next county, or the furthest State is desirable.

No man can spend an hour perusing its pages without acquiring a broadened vision of the country, its possibilities, and the facts and potentialities of his own business.

Rowell's American Newspaper Directory differs from other newspaper directories primarily in point of accuracy.

It was established thirty-eight years ago by Mr. Geo. P. Rowell.

Prior to its first issue, there did not exist any published list of American periodicals.

Through all of its years, the Rowell Directory has been the only one which made any serious effort to secure accurate statements of copies printed from publishers. Its strenuous pursuit of the facts has made for it many cherished enemies among those who did not wish the truth to be known.

On November 10, 1904, Rowell's American Newspaper Directory passed into the hands of the Printers' Ink Publishing Company. It is an absolutely independent publishing enterprise.

Copies of the Directory are sold only for cash. Advertising space can be secured for cash only.

This is the only Directory of which these things are true.

It is the only Directory seriously regarded by large advertisers, and even advertising agents who publish directories of their own, generally find that they must depend upon Rowell's American Newspaper Directory for real information.

Purchasers of this edition of Rowell's American Newspaper Directory are advised to preserve it carefully for future use; for this particular volume will become more valuable in the few years that follow. It will be the last issue to contain the reiteration of all the varying circulation ratings accorded to all the newspapers for the preceding sixteen years. In the future issues the Key will be out of use, the letter ratings disappear, and the plain story about every paper told in plain words. The Directory for 1907

PRINTERS' INK.

will have a condensed résumé of the past ratings, but the whole detailed story, as shown in the present issue, will often be of marked value to those advertisers whose contracts are for such considerable amounts as to make welcome to them everything that throws light upon the stability of the editions issued by the newspaper under consideration.

Cloth and gold; 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.

SEND ORDER AND MAKE CHECKS PAYABLE TO

The Printers' Ink Publishing Company,

10 Spruce Street,

NEW YORK CITY.